

# CHEMIST & DRUGGIST

newsweekly for pharmacy

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for Chemists only**

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**VITAMIN C Powder**

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pack** and these big selling features:

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**BIG INTRODUCTORY  
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**SUNGLASSES '71**  
SPECIAL SUPPLEMENT

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**President warns  
on pharmacy  
closures**

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**Pharmacists  
and crime  
detection**

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**New director  
at Riker  
Laboratories**

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**A further  
appraisal of  
fenfluramine**

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**Iodide prices  
higher**

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# **the Wellcome range of insulins**

**Soluble, Nuso,  
Lente,  
Protamine Zinc,  
Globin, Isophane**

All are products of constant strength  
and the highest possible standards  
of purity – standards essential for the  
control of diabetes.

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**Wellcome<sup>\*</sup> insulins**

\*trade mark



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(The Wellcome Foundation Ltd.)  
Dartford, Kent.



# CHEMIST & DRUGGIST

112th year of publication Vol. 195 No. 4747/8 The newsweekly for pharmacy

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Published every Saturday by Benn Brothers Ltd, Bouverie House, 154 Fleet Street, London, EC4A 2DL (01-353 3212)

Subscription Home and Overseas £8 pa; £0.30 per copy (including postage)

Contents ©

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A Benn Group Journal



A touch of summer in the depths of winter: this issue of the C & D contains a special supplement, Sunglasses '71



# Britain's best just got better

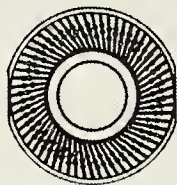
Last year Philishaves made more sales records for us, more profits for you than ever before.

This year things should get better by half. Because now we're introducing a new range of Philishaves.

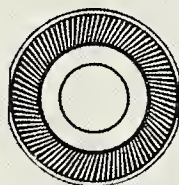
The 90 Supers. Each cutting head now has 90 slots instead of 60. So each head shaves 50% more hairs, gives a 50% better shave.

Add this to all the usual Philishave advantages and you've got a shaver that will drive your customers wild.

Just think what they'll do to your sales.



Old 60 slot head.  
Good enough to grab  
nearly 50% of  
the shaver market.



New 90 slot head.  
You know what  
it'll do  
to your sales.

We have a heavy Spring campaign in the National and Provincial Press to launch the 90 Supers.

And we're following that with the usual heavy Philishave advertising weight throughout the year to keep up the pressure.

It's enough to turn a best-selling shaver into something even better.

**90**  
SUPER

We want you to sell the best.

# PHILIPS

Philishave 3  
Special HP11

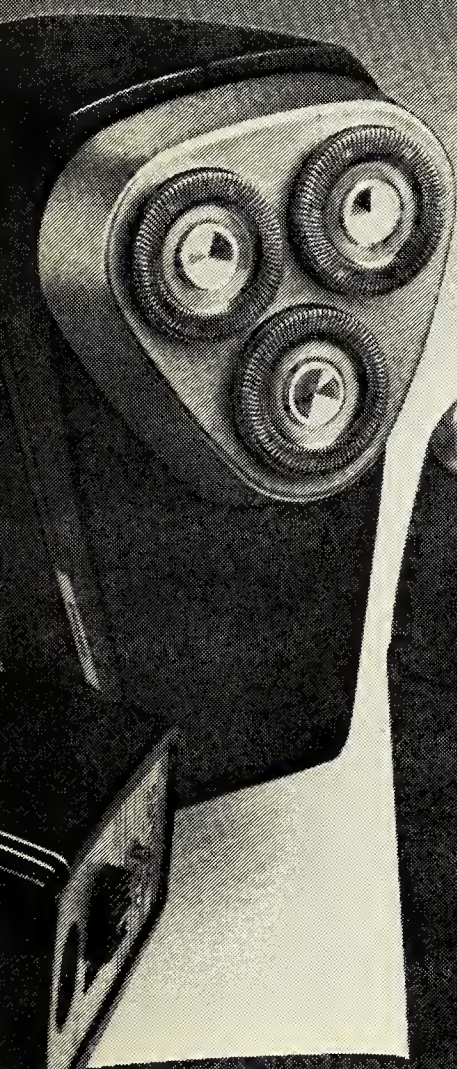


Philishave 3  
Rechargeable HP1313

Philishave Standard HP1



# Selling shavers by half.



Philishave 3 De Luxe HP1122

Philishave  
Compact HP1214S



Philishave Carshaver HP1216





# The reason your Clearasil stocks are getting low.



Because thousands more teenagers are using it.

## Have you checked your Clearasil stocks lately?

Our guess is you'll find them a lot lower than you expected.

Because our sales of Clearasil have trebled in the last six months.

Several factors have helped this rapid growth trend:-

- \*The fact that we're spending twice as much on advertising as the competition.

- \*Then again it's no coincidence that many shops have recently trebled their Clearasil sales: they've achieved the extra business that comes from offering their customers Clearasil's unique cosmetic choice—either Skin Tinted, or White Vanishing cream medication.

- \*More and more young people are realising that Clearasil will help solve their

skin problems more effectively than ordinary acne creams.

We expect you'll want to profit from Clearasil's rapid growth by improving your stock position.

Do it now! Remember all the factors are in your favour.



**Clearasil Cream Medications**  
—Just two types and one tube size  
to save you space and make you money.



# Twenty names in Council election list

The following members have been nominated as candidates in the Council election of the Pharmaceutical Society of Great Britain, 1971, and have accepted nomination.

W. A. Beanland, Rossendale  
S. H. Beckett, Grimsby  
I. S. Benjamin, London  
S. Blum, London  
Miss M. A. Burr, Nottingham  
W. M. Darling, Sunderland  
D. R. Evans, Cardiff  
E. C. Evens, London  
D. N. Gore, Dorking  
C. V. Hammond, Bishops  
Stortford  
Mrs E. J. M. Leigh, Ormskirk  
Mrs E. Lucas-Smith,  
Cookham Dean  
D. H. Maddock, Cardiff  
H. Ridehalgh, Bournemouth  
J. G. Roberts, Chester  
A. Roxburgh, Prestwich  
D. N. Sharpe, London  
H. Steinman, Manchester  
R. G. Worby, Woodford Green  
K. W. Youings, Castle Cary

## Pharmacy and the Industry' Bill

The implications for pharmacy of certain parts of the Industrial Relations Bill were brought to the attention of the Central NHS (Chemist Contractors) Committee when it met last week.

Mr J. Wright, secretary, reported on investigations he had made during meetings with the British Medical Association and the Department of Employment and Productivity. After lengthy discussions, the Committee decided to make a formal approach to the Pharmaceutical Society "to clear up the matter of principle."

Comment p 261.

## Overseas visitors for Britain

A party of pharmacists and doctors from Singapore arrived recently in Britain under the auspices of the Central Office of Information. They have been visiting hospitals and a number of manufacturing pharmaceutical houses.

In May a party of six delegates will be coming to Britain from the USSR at the invitation of the Association of the British Pharmaceutical Industry.

## Protest over cost-related charges . . .

Cost-related charges for pharmaceutical and dental services would be impossible to administer, Inner London Executive Council has told the Secretary of State for Social Services.

A resolution passed at the Council's January meeting expressed concern about the effect of the charges on all branches of the service and said that they would militate against the interests of patients and the relationship between the professions and the patients.

The local Pharmaceutical Committee, in its observations to the Council, argued that cost-related charges would create a barrier between pharmacist and patient, based on the patient's ability to pay, and that it would interfere with the prescriber's freedom of choice of medication.

## . . . and pledge by Minister

The Government will not take any action on the proposal to introduce cost-related prescription charges "without full prior consultation with the pharmaceutical profession."

Sir Keith Joseph, Secretary of State for Social Services, told the House of Commons last week that he had given the Pharmaceutical Society an assurance to that effect.

He had been asked what representations he had received from the Society in respect of proposed increases in script charges; and whether he would enter into consultations with pharmacists before making any change in the charges.

Sir Keith answered: "The Society asked that the proposal to increase the prescription charge to 20p be reconsidered. My reply explained the reasons for the Government's decision and that we are retaining wide exemptions."

"The Society also expressed



*Optrex Ltd sponsor their first swimming event this year when Great Britain and the German Democratic Republic compete for an Optrex trophy at Coventry, on April 23-24. Managing director Mr H. M. Seaward, right, here presents a cheque for £500 to Mr E. W. Keighley, president of the Amateur Swimming Association, towards the cost of staging the match. Optrex are already sponsoring rifle shooting, sailing and the RAC car rally in 1971.*

opposition to charges related more closely to a proportion of the cost of the individual prescription and I have assured it that no action would be taken on this proposal without full prior consultation with the pharmaceutical profession."

## No changes in 'Misuse' Bill

An attempt to give pharmacists two places on the proposed advisory council on the misuse of drugs, failed when the Misuse of Drugs Bill was reported without amendment by the House of Lords on February 11.

Lord Redmayne had proposed an amendment to guarantee pharmacists two of the twenty available places, pointing out that five of 16 places on the Poisons Board were allocated to pharmacists.

Lord Platt objected on behalf of the medical profession, saying it had a far better case for two representatives. Lord Aberdare, Minister of State, Department of Health, gave an assurance that "the pharmacist representative on the council will not be in any danger at any time of being completely outvoted, with the voice of the profession not heard."

## Cancelled

The meeting of the West Metropolitan Branch of the Pharmaceutical Society, scheduled to be held on March 10, has been cancelled.

## PSGB: paying fees during the strike

The postal strike has prevented many members of the Pharmaceutical Society from paying their personal and/or premises retention fees.

The Society has therefore made arrangements for members to pay their fees through local branches of the National Westminster Bank Ltd.

Members wishing to pay their fees are asked to give to the local branch of the bank, an envelope addressed to the National Westminster Bank Ltd, Bloomsbury Branch, 214 High Holborn, London WC1, containing the appropriate form(s) and cheque.

The Society is asking members, where possible, to use the window envelopes in which the forms were sent out and to insert the Society's form in the window envelope so that the name and address of the bank which is printed on the form is clearly visible through the window of the envelope.

It has not been possible for the bank to inform all its branches of the arrangement, which has been approved by its head office; but where possible the Society's notice to members should be shown to the local branch.

A spokesman for the Society told the C&D that although the Society is certainly losing money through the strike the losses are to some extent offset by some savings such as in postage charges.



## Trade mark infringement claimed

Morton-Norwich Products Inc, Norwich, New York, and Smith Kline & French Laboratories Ltd, Welwyn Garden City, are claiming infringement of their patent for furaltadone, passing off and infringement of trade mark, Mr Justice Whitford was told in the High Court last week.

The defendants, Farmacy Supplies Ltd, Hollybank, Blackness Road, Crowborough, Sussex; Mr Michael R. Easter of the same address; Mr Barrie M. J. Betts, Fairways, Windsor, Road, Jarvis Brook, Sussex; and Mr Dennis B. Thoulness, Fountain Road, Norwich, Norfolk, gave an undertaking by their counsel not to infringe any of the matters claimed for 14 days.

For the plaintiffs, it was said that there had been a previous action against the defendant company regarding another drug, and asked for a 14-day adjournment so that discussions could take place between the parties which might resolve both actions.

## Pharmaceuticals 'Common Market'

The Brussels Commission will make a further attempt to persuade European Economic Community Governments to agree to establishing a "genuine" Common Market in pharmaceutical products, according to a *Financial Times* correspondent.

The Community pharmaceutical industry's growth rate has recently been averaging well over 10 per cent a year, and its annual turnover is now around \$3,500m. But although EEC has been established 13 years and at the present time 20 per cent of the industry's output is exported to countries outside the Community, there is little trade between member countries.

The main problem, according to the Commission, is the proliferation of national controls which limit or prevent the importation of medicines from other community countries. France, the Commission says, is the worst offender in this respect.

Following a discussion of the issue recently the Commission is to propose new measures in a further attempt to open up the market later this year.



'Concentration': the entry that won this year's Junior Photographer of the Year competition (see story on this page)

## Pharmacists and crime detection

With 60 per cent of crimes unsolved, there was a great need for more capital investment in the police and forensic scientists, said Dr F. Fish, Department of Pharmacy, University of Strathclyde, Glasgow, when speaking on "Science in Crime Detection" at a meeting of the Epsom and Sutton Branch, Pharmaceutical Society, recently.

Young pharmacists were ideal raw material for training as forensic scientists. They had already bridged the gap between the sciences of chemistry and biology and there were few who could use a microscope as well as pharmacists.

Dr Fish showed slides illustrating the use of chromatography in crime detection. He also illustrated different scale patterns of mink and rabbit fur, and the histology of plants and timbers. All of them had been used at some time in the detection of crime.

Referring to blood groups he said that much progress had been made since the original blood systems of blood groups had been evolved, and current information on blood enzymes had resulted in a sufficient number of parameters to almost ensure the chance of two persons having identical systems being extremely remote.

When asked if cannabis should be decontrolled, Dr Fish said "we are at present stuck with two killer drugs — alcohol and tobacco." There was no need to have a third possibility in cannabis.

## Western region activities

The Bath and West of England region of the Pharmaceutical Society will be holding two one-day postgraduate refresher courses this month.

The first will take place at the School of Pharmacy, Bath University, on March 14, starting at 10 a.m. Speakers will be Dr J. A. Cosh and Dr A. J. Collins on "Rheumatic diseases and their treatment" and Mr C. D. Pizey on "Cancer and its treatment."

On March 21, a course will be held at the Victoria Hotel, Torquay, starting at 10 a.m. Speakers on this occasion will be Dr A. Bowyer on "The treatment of skin diseases" and Mr A. J. Draper on "Hypertension and its treatment."

All those wishing to attend are asked to contact their local branch secretaries. Fee for each course is £2.00 (to include morning coffee, lunch and tea), and payment may be made on arrival.

Speakers at the regional conference in Bristol on April 18 (C&D, February 13/20, p 233)

will be Mr Desmond Lewis (assistant secretary of the Society) on "The effects on pharmacy of recent legislation" and Mr J. Wright (director, National Pharmaceutical Union) on "Don't pin your hopes on legislation."

## Notice to CMI policyholders

Persons or firms who are insured with the Chemist Mutual Insurance Co Ltd, and who, because of the postal strike, are unable to post renewal premiums for policies now due, are being held covered by the company until such payments are again possible; they need not worry about the continued validity of their policies.

However, persons who place motor insurance with other companies through the agency of the CMI are in a different position. When renewal of their premium is due they must telephone, or communicate in some way, with the CMI, notifying them positively that a renewal is required, so that a current cover note may be issued and held on their behalf.

## Year's young photographer

This year's winner of the Junior Photographer of the Year competition, organised by the Photographic Information Council, is Colm Henry, 17, of Blackrock College, co Dublin.

For his character study, "Concentration," chosen by Susan Stranks, of Thames TV from the five national class winners, Colm received a perpetual challenge trophy, a £5 personal cheque, £10 for his school camera club, a diploma and a personal shield memento as senior class winner. As Junior Photographer of the Year he received a £30 voucher to exchange for photographic equipment of his choice and a second shield.

Miss Junior Photographer of the Year 1970 is Jean Thompson, 17, of The Drayton School, London N 15. Jean's picture, a psychedelic study of a girl, was girls' open class winner.

## New for vets

A new publication for veterinary surgeons, *Veterinary Matters*, is being issued by the Association of the British Pharmaceutical Industry. The first issue deals with the failure of many poultry farmers to use fowl pest vaccine, and the Swann report on antibiotics in animals.



# COMPANY NEWS

## Unilever sales up but profits down

Combined sales of Unilever Ltd and Unilever NV rose by 16 per cent to £746m in the fourth quarter of 1970, but profits were down from £40m to £34.7m before tax.

For the whole year pre-tax profit fell from £161.9m to £156m with contributions of £63.9m (£59.1m in the previous year) and £92.1m (£102.8m) from Limited and NV.

Unilever Ltd is increasing its total dividend from 9.3p to 9.4p per 25p Ordinary share with a final of 5.04p.

During the year sales rose 14 per cent to £2,870m, biggest increases being in foods, toilet preparations and the United Africa Group. Those of Limited rose to £1,293m.

## Expansion in US for Beecham

Beecham Group Ltd have agreed to acquire S. E. Massengill—a US pharmaceutical group—for £22.7m. The Group has also bid £5.8m for the 10 per cent outstanding capital of Beecham Inc to make it a wholly-owned subsidiary.

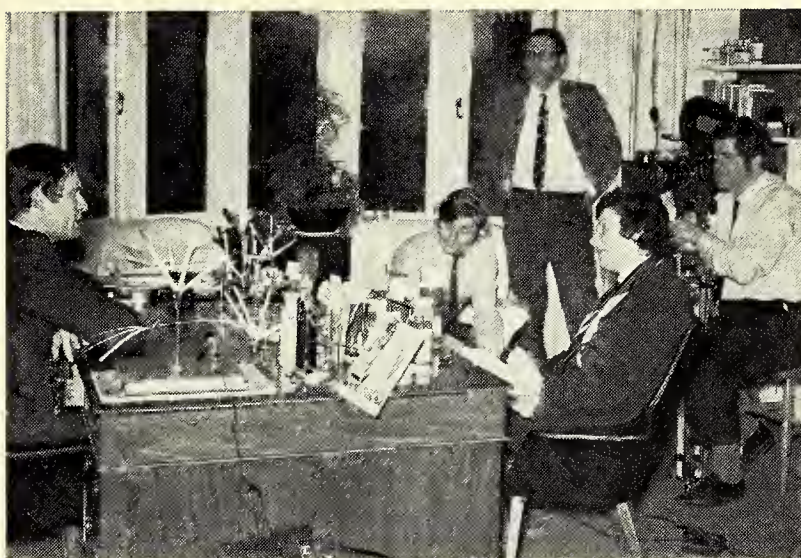
Massengill, a Tennessee company founded in 1897, had a turnover in 1970 of more than £10m, and a net income approaching £1m.

Beecham's offer has won acceptance from controlling interests, and a bid will be made for the outstanding shares held by the public and institutional holders on the same terms. In total Beecham is offering £11.35 per share.

## Norcros higher profits

Norcros Ltd had record profits of £3.44m for the year ended November 29, 1970; the previous year trading profit was £2.95m.

Profits, before tax, advanced £361,406 to £3.02m. The total dividend is raised to 22½ per cent (from 21½ per cent). Group sales amounted to £33.55m (£29.77m) including exports from UK of £2.72m (£2.08m).



Mr Christopher Collins (left), managing director, Goya Ltd, being filmed for BBC TV's "Made in Britain" programme which was screened last Sunday

## New company to market 'ethicals'

A new company, Concept Pharmaceuticals Ltd, has been formed by a group of executives with the industrial pharmaceutical field to market "ethical" preparations.

With administrative offices at Russell House, High Street, Rickmansworth, Herts (telephone: Rickmansworth 79388), the company hope to launch their first product on May 1.

Other products have been placed before the Committee on the Safety of Drugs.

Details of the field which they will cover have not been released but the company's chief executive and managing director (Mr S. W. Kipling, BA, MPS) told the *C&D* that all major areas will eventually be covered by the company who will manufacture for some British as well as overseas companies.

With Mr Kipling on the board are: Richard H. Keller, FAC (chairman); Dr J. Elmaleh, Israel; D. J. Bridger, AACCA, financial director; P. C. Fairbairn, marketing services director, and J. L. Bowers, marketing director.

## ICI's 1970 profits down £33m

With the final quarter's profits before tax falling from £36m to 29m the total for 1970 at £134m is down by £33m on 1969. The dividend is unchanged at 13½ per cent with a second interim of 7½p in lieu of final.

External sales rose from £1,355m to £1,462m of which home sales contributed £694m (£652m). Exports from the UK were valued at £253m, fob (against £244m in 1969). The directors give as the main

reason for the smaller profit the considerable increases in UK costs not matched by rising selling prices or improvements in productivity.

## CIBA-Geigy sales increase

The CIBA-Geigy group state that world turnover in 1970 amounted to approximately SwFr6,950m. The 1969 figures for the CIBA and Geigy groups before the merger totalled Fr6,253m.

The directors are to recommend a dividend for 1970 of Frs 22 per share and per participation certificate of the increased capital.

The board has also decided to recommend increases in share capital from the present Frs323,200,000 to Frs363,600,000 and in participation certificate capital from the present Frs 32,800,000 to Frs36,900,000.

## Kodak profits mark time

Eastman Kodak Inc state that earnings for 1970 were almost identical to those of 1969. The company's profits were \$403.66m (\$401.13m in 1969).

Overall sales for the year were up slightly at \$2,784.6m (from \$2,747.2m). The final quarter of the year sales reached \$856.63m (\$850.34m), while income was \$124.4m (\$127.61m).

## Polaroid's 1970 turnover

Polaroid Corporation, Cambridge, Mass, USA, report 1970 parent company sales and other income of \$444.3m and net earnings of \$61.1m. In addition, non-consolidated wholly-owned subsidiaries outside the

United States had aggregate 1970 sales of \$88.8m and net earnings of \$11m (compared with 1969 sales of \$70.5m and net earnings of \$8.5m).

## Kingsley & Keith hold profit

The directors of Kingsley & Keith Chemical Group Ltd are satisfied that current year profits should not be lower than in 1969-70.

For the first six months ended October 31, 1970, profit came to £105,014, subject to tax of £50,000.

An interim dividend of 12½ per cent is declared. For 1969-70 there was a single 17½ per cent payment.

## Pre-tax rise for Wm Ransom

William Ransom & Son Ltd are confident that profits for the year to March 31, will not be less than last year's £112,604.

The directors report a pre-tax increase from £49,000 to £52,000 for the half-year to September 30, 1970, and they anticipate that results for the second half will show an improvement on this.

## Aspro-Nicholas 12¼% interim

Trading profit of Aspro-Nicholas Ltd (subsidiary of Nicholas Australia) for the half-year to December 31, 1970, totalled £1.62m.

The interim dividend is 12¼ per cent. For the 15 months to June 30, 1970, the total was 20 per cent.

## In brief

**Glaxo Laboratories Ltd** have awarded a contract worth over £2m for the second phase of the development of its new antibiotics factory at Cambois, Northumberland. The first phase of the development, involving investment of about £8m, is nearing completion and the factory is due to come into production within the next few weeks.

**Mr J. M. Young, FPS** has taken over the business of William C. Blake (Strathaven) Ltd, 13 Green Street, Strathaven, Lanarks.

**Rentokil Group Ltd** had a profit of £2.67m in 1970 (against £2.15m in 1969), from sales of £15.05m (£12.91m).

**Mr John Keeper, MPS** has opened a pharmacy at 92 Union Street, Larkhall, Lanarks.



Now don't  
say we didn't  
tell you.



Advice unheeded can mean profit lost.

And we're going to tell you a few things that could mean lots of money for you in 1971.

We want to tell you about Mary Quant cosmetics. If you'd stocked them last year, you would have seen how they moved out of the shop. 1970 sales were over 50% up on 1969.

And it really pays you to stock the Quant range: you don't have to hold enormous capital-consuming stocks. And anyway, our opening order is nice and low, pounds lower than the competition.

Once you're stocking Quant, you're into a good thing. It's been proved time and time again that Quant stock turnover is the fastest in the business. So not only are you making money, but you're making it faster.

To help you sell better, we give you a beautiful counter unit. It takes up a measly 2½ sq. ft. of counter space, yet holds the entire Quant range.

Then there's the remarkable range itself. Even more remarkable this year. New Colours. New looks. New products. To get the younger customers thinking. And buying.

All supported by memorable, persuasive advertising. (Remember Make-up to Make Love in?)

All of which makes 1971 a healthy-sounding year for Quant stockists.

Please don't say we didn't warn you.

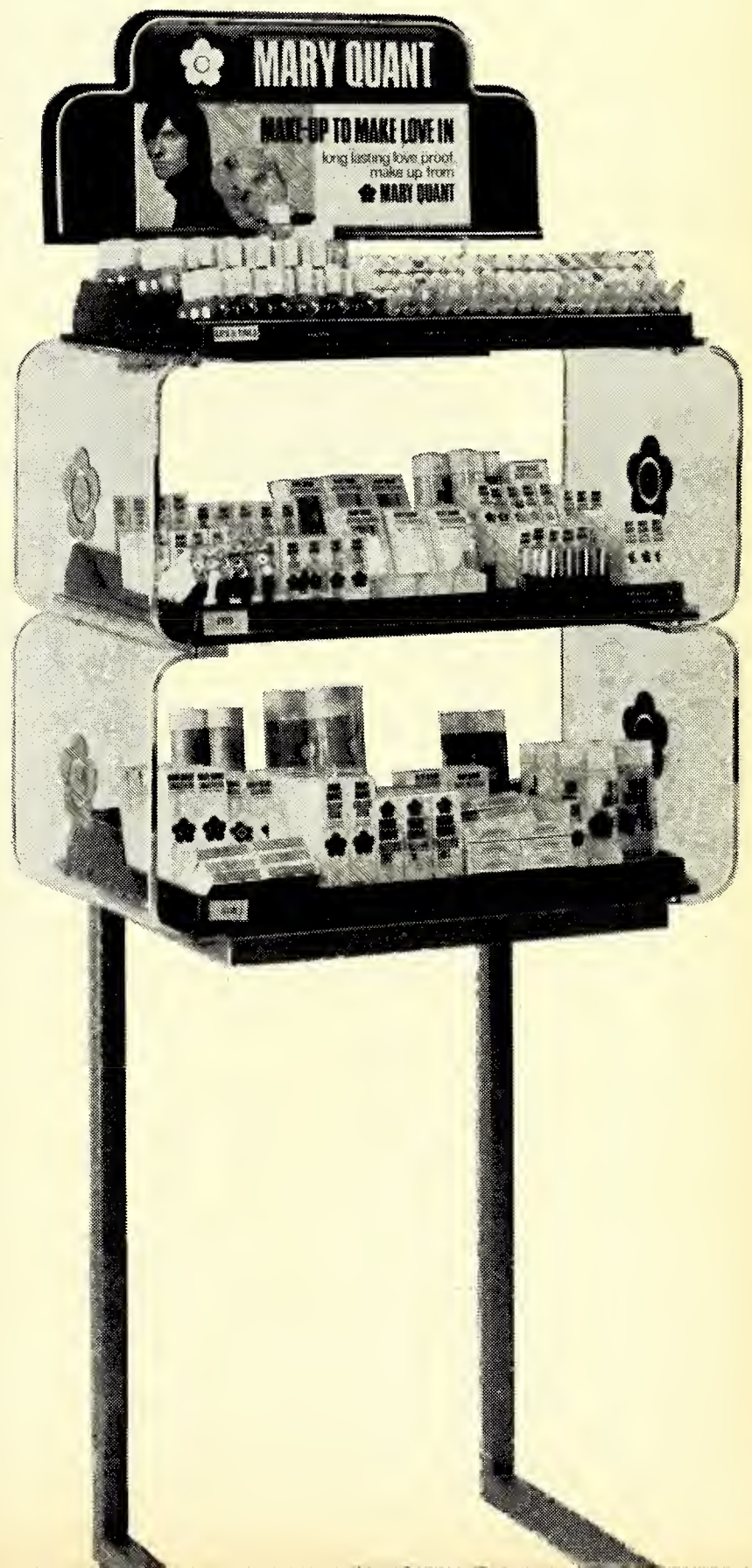
# Mary Quant.

To: Peter Callow,  
Mary Quant Cosmetics Ltd.,  
Hook Rise South, Surbiton, Surrey.  
I'm interested in stocking Mary Quant  
Cosmetics in 1971. Please ask my local  
Quant man to call.

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_







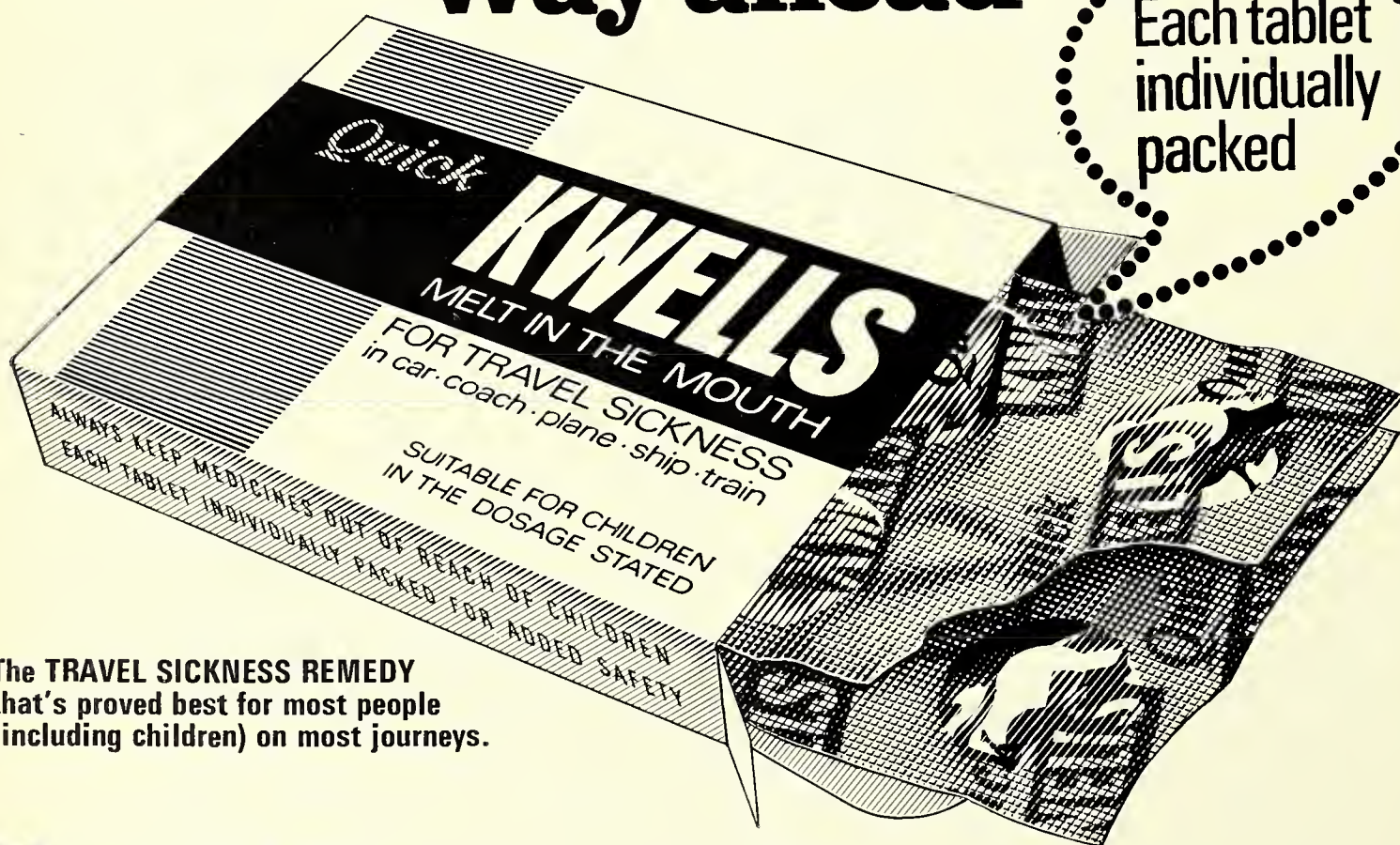
**one-at-a-time  
foil pack keeps**

*Quick*

**KWELLS**

**way ahead**

Each tablet  
individually  
packed



The TRAVEL SICKNESS REMEDY  
that's proved best for most people  
(including children) on most journeys.


**NO** change in formula.

**NO** change in retail price 16p (3/3d.)  
but a big bonus for you!

**ACT NOW!** Ask your usual wholesaler  
or your Nicholas Products Limited  
representative for details.

Heavy advertising support  
in National and Women's Press,  
through the Summer months  
strongly features the new safer pack.

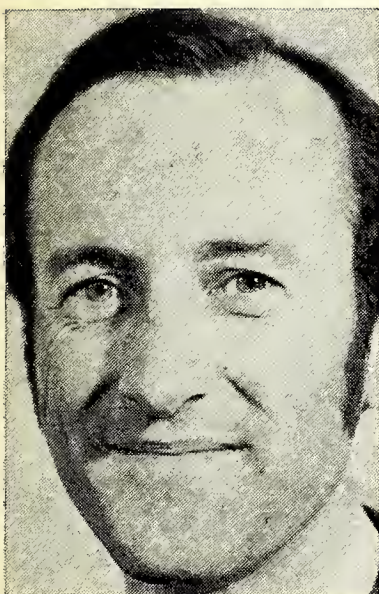
Recommend Quick KWELLS –  
the established brand leader,  
trusted, effective, easy to take,  
**NOW SAFER THAN EVER**  
and very profitable for you.

A Nicholas  Product

Nicholas Products Ltd. Bath Road. Slough. Bucks



## Appointments



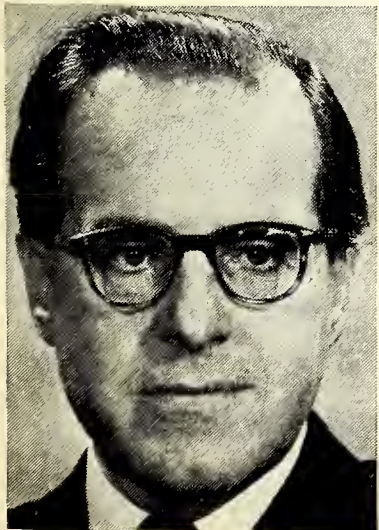
**Riker Laboratories** (Minnesota 3M Laboratories Ltd), have appointed Mr David R. Williams, BPharm, MPS, director of their production and bulk sales division, from March 1, following the retirement of Mr E. A. Burfoot (see also col 2).

**Reckitt & Colman** have appointed Dr G. F. Blane to be responsible for clinical co-ordination and analgesic development; Dr R. A. Cowen for antibacterial research and development and Mr R. Lyth for bacteriology in their pharmaceutical division.

**Eli Lilly International:** Mr Robert L. Muller, general manager of Eli Lilly International's Benelux division, has been promoted to director of production, UK operations.

Mr Muller will be responsible for operations at Dista products, Speke, Liverpool and for both pharmaceutical and capsule production at Eli Lilly, Basingstoke.

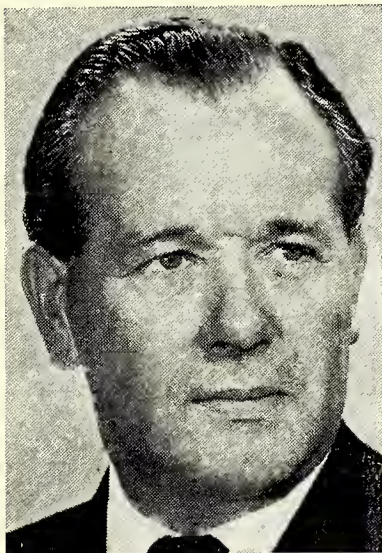
**Imperial Chemical Industries Ltd, pharmaceutical division,** have appointed Mr Peter Cunliffe a deputy chairman of



Mr P. Cunliffe

the division (jointly with Mr A. Baxter and Dr E. Hoggarth) from March 1. He retains his responsibilities as overseas director.

From the same date, Mr Philip Howard, FPS, home market director, will become home and European market director.



Mr P. Howard

## PEOPLE

**Mr Eric A. Burfoot, BSc, FRIC, MPS, DBA,** production director of Riker Laboratories (Minnesota Laboratories Ltd.), retired from active executive duty at his own request on February 28. He is to remain a member of the board until December 31.

Mr Burfoot joined Riker in 1953 as the first member of the production staff, shortly before the company moved to Loughborough. As the head of production activities from the beginning, Mr Burfoot has been responsible for development of the production division to its present size, occupying two factories in Loughborough and employing more than 300 staff.

**Mr J. W. Wright,** director of the NPU Group, was due to leave London on Wednesday to deliver the opening address at the South African Retail Chemists' and Druggists' Association annual conference in Johannesburg on March 15. He will review the position of the retail pharmacist in Britain and also the work of the NPU Group.

## Deaths

**Ransome:** On February 19, Mr Kuti Ransome, Lagos, Nigeria. Mr Ransome was the president of the Nigerian Pharmaceutical Society.

# THE XRAYSER COLUMN

## Thinking decimal

Breakfast on Monday, February 15, 1971, was, if anything, a shade less bright than that of other Mondays, never conspicuous for their sweetness and light. There was an atmosphere of depression, difficult to identify in the semi-comatose condition of an early Monday morning, and it took a cheerful voice on the radio to bring home to us that this was the day of change, for giving more to get less, or whatever it was we had had pumped into us for some weeks.

Sometimes it had taken the form of an explanatory booklet; on other occasions on television we seemed, by mistake, to have got a commercial channel and were being lured into buying some new and original detergent.

Nevertheless, it was now Monday the fifteenth and the pharmacy opened on time. In a few minutes the first customer appeared and the shop began to take on something of the atmosphere of the Albert Hall, with Alan Rudkin advancing cautiously from the left-hand corner and Franco Zurlo looking at him suspiciously from a safe distance. Our first contact with the new world stared at us, laid her shopping bag on the counter—yes, we still have one—and announced in a voice of doom: "Well, this is Dismal Day."

We all agreed heartily and proceeded to fire live shell instead of the blank shot we had practised with for some time. Change had to be given, and it was carefully counted by a young lady who is much closer to the Moon Age than I am. All I could do was admire the confidence of the young assistant, and envy it. The customer accepted her change with apparent satisfaction, then asked why we had changed our coinage. I said I couldn't say, for as yet there had been only what Pooh Bah would have called a bald and unconvincing narrative.

The next customer produced a prescription for two items, laid two 10p pieces on the counter and one 5p piece and said: "There's your five bob." Now, let me see. . .

## Erosion

I have on numerous occasions in this column attacked the erosion of the NHS and the various steps that have been taken to reduce costs by imposing what can only be regarded as a tax on sickness. Although we have not yet been given details of the proposed cost-related charges, there has been a sufficiently ominous note in the general pronouncements to arouse such concern as was expressed recently by Mr W. M. Darling, president of the Pharmaceutical Society.

I well remember the imposition of the first levy of one shilling per form, and the question being asked: "What's a shilling?" I have never forgotten the answer given on that occasion: "Nothing at all—if you've got one!" On Monday this week a prescription was presented for five items, with the request that four of them be held until Friday. If such a situation is possible at 12½p per item, what is to happen when charges are increased in April and if, as threatened, there is a cost-related scale? Just what Mr Darling implied—those who can pay will not suffer.

## Fifty years

The report of the function arranged to celebrate the jubilee of the National Pharmaceutical Union highlights a very special occasion in pharmacy and, at the same time, does justice to a very special man—Mr Harry Steinman. He has stamped his own particular standards on all that he has touched in the course of a long career, and pharmacy must ever be grateful to him. He is, he says, proud of his profession, and we are proud of him.



# NEW PRODUCTS AND PACKS

## Baby foods

### Three Trufood meals

Trufood have announced three new baby meals. Two are added to the recently-introduced range of Toddler Meals: bacon and egg breakfast, made from unsmoked bacon with egg and vegetables in sauce, gives the mother three varieties to choose from for the first meal of the day. For roast turkey dinner, the meat is combined with bacon and mixed with vegetables in gravy to provide the ninth main course.

A new Junior Food variety is grilled lamb dinner, in which the meat is combined in gravy to provide an attractive main course for a younger baby. Recommended retail price for the Toddler Meals is £0.10 a jar and for the Junior Food, £0.07 a jar. (Trufood Creameries, Wrenbury, Nantwich, Cheshire CW5 8QX. During the postal strike orders may be telephoned either to the Creameries 027 078 208 or to the head office, 0483 68181.)

## Sundries

### Supp-hose introduction

The latest addition to the Supp-hose range of support stockings and tights—Supp-hose Panty Super Sheer (£2) is seam-free, sandal-heeled, with no underfoot seam. The ultra-sheer look meets fashion demand.

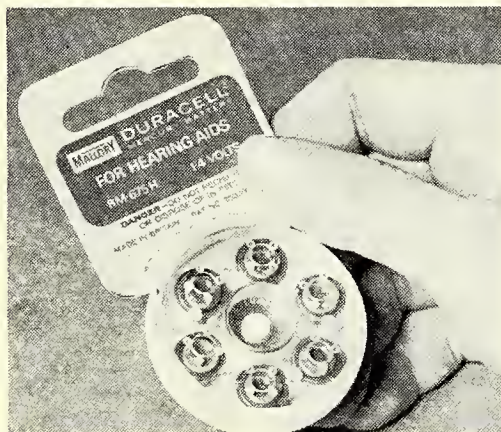
Supp-Hose Panty Super Sheer are knitted from highly twisted nylon and spandex yarn—its excellent recoverability giving firm support from waist to toe.

There are three shades: Melba (smooth mid-brown); Hazel (medium brown) and Tivoli (rich, warm brown). (Elbeo Ltd. Lenton Lane, Nottingham, NG7 2NS.)

### Multi-purpose disposable container

A leak-proof, disposable container that is opened simply by pulling two tabs, has been developed by Johnson & Johnson. The Traysin container, as this new product is called, will supersede the use of most bowls and receivers used in operating theatres and wards.

The container lies flat like a piece of



folded card before use, is steam-sterilisable and with its internal coating of polypropylene is resistant and leak-proof to most fluids. There is a calibrated scale in millimetres on the inside of the container for estimating contents and it will effectively hold 800 ml.

Because the Traysin container takes up so little space savings can be made in storage and in the variety of packaging materials used to make up sterile packs. Traysin containers are available in 200s in a bulk pack the minimum order is one pack. (Johnson & Johnson Ltd, Slough, Bucks.)

### New hearing-aid batteries

Mallory Batteries announce the introduction of two new hearing-aid batteries, an improved Standard RM675H and a Premium cell known as the MP675H.

The new batteries are available in rotating six-cell plastic "dial" packs designed for the convenience of the user.

The RM675H will be recognised by its gold top and nickel can. It replaces the existing battery and provides increased service, particularly in modern long-life miniature hearing aids.

The MP675H, will, as a Premium cell, have a significantly longer life than the standard battery and is also suitable for both the old and new generation of hearing aids.

The Mallory hearing-aid battery "dial" packs will also be available with the RM13H, RM41H, RM312H and RM675H batteries. (Mallory Batteries, Ltd, Gatwick Road, Crawley, Sussex.)

## Cosmetics and toiletries

### Brut antiperspirant deodorant

Fabergé claim to provide the "finest and most effective protection possible in an antiperspirant deodorant," with their new Brut antiperspirant spray deodorant. The product replaces spray deodorant, but sells for £1.30, a saving of £0.27½ to the customer. An attractive black drum counter



merchandise has been designed to hold twelve spray cans. (Fabergé Inc, Ridgeway, Iver, Bucks, SLO 9JG.)

### Foam bath

Depth Charge foam bath (£0.80 retail) is a new introduction by Scott & Bowne. The makers say that "in the bath it turns the water a deep tropic blue, capped by a mass of brilliant white foam, which lasts and lasts." It contains a lanolin derivative "which leaves the skin silky soft and smooth." (Scott & Bowne Ltd, 50 Upper Brook Street, London, W 1.)

### Arden introduces new shades

A co-ordinated group of new shades has been added to the Ardena range. They are: Ardena lipsticks, Honey Peach, Honey Coral and Honey Beige; Illusion foundation, Honey. Creamy powder eye Shados, Kingfisher Blue and Kingfisher Green, a new set, Shado III containing: Kingfisher Blue, Kingfisher Green and Sunny Gold. There is also a large tortoiseshell compact in two versions, plain transparent powder and pearly transparent powder.

Added to Ardens colour mosaics are three Directionale lipsticks: Russet 8 is a burnished brown, Rose 8, a fine burgundy and Red 5, is a brilliant "blue" red. (Elizabeth Arden Ltd, 76 Grosvenor Street, London W1A 2AE.)

### Make-up base and mask by Orlane

Orlane have added Gel-Matin make-up base and Transparent mask to their range. Gel-Matin has been successfully tested by television make-up artists who have found it keeps make-up fresh under the most trying conditions. It contains softening and moisturising plant extracts, micro-dispersed fats, and proteins specially chosen for their affinity to the skin.

Gel-Matin is applied after moisturiser and is followed by make-up one minute after application. Pack is a gold-capped glass jar containing 2 oz (£2.50).

Transparent mask is described as "magical pick-me-up for the face and the complexion." Left on for about 12 or 15 minutes it has a tightening, smoothing and purifying effect; it may even be applied to the delicate eye area. It contains poly-



mers which on setting form a supple, transparent film, softening ingredients and essential fatty acids.

The mask is said to work by isolating the skin from the atmosphere, allowing the mask to absorb the impurities on the surface and in the pores, and to restore the right degree of moisture and essential fatty acids.

The mask is presented in a plastic tube, containing sufficient for at least ten masks. (£2.25). (Distributors. Sirex Ltd, 125 High Holborn, London, WC 1).

## PRESCRIPTION SPECIALITIES

### OPTIMAX tablets and drinking chocolate

**Manufacturer** Cambrian Chemicals Ltd, Beddington Farm Road, Croydon CRO 4XB.

**Description** White tablets engraved "Optimax," each containing 0.5 g L-tryptophan, 5 mg pyridoxine hydrochloride and 10 mg ascorbic acid. Also a chocolate flavoured powder for mixing with hot milk or water, each 10 g containing 1 g L-tryptophan, 10 mg pyridoxine hydrochloride and 20 mg ascorbic acid

**Indications** Most types of depression, particularly in geriatric patients where protein intake is low

**Contraindications** The pyridoxine content makes Optimax incompatible with L-dopa

**Dosage** According to the severity of the depression and patient's response. In severe depression a dosage equivalent to 6 g L-tryptophan per day, as tablets or drinking chocolate or a suitable combination of both, eg two tablets t.d.s. and six tablets approaching bedtime or 20 g drinking chocolate t.d.s. and 60 g during the evening. For long term therapy, a maintenance dose of four tablets daily or 20 g of drinking chocolate is recommended

**Notes** Tablets should be dissolved in the mouth, not swallowed whole

**Side effects** A temporary slight feeling of nausea in a few patients. May cause drowsiness, particularly in large doses

**Packs** Tablets, bottle of 100 (trade price 100 £4.00, 500 £17.50, 1,000 £30.00). Drinking chocolate 500 g and 1 kg (£4.00 and £6.00)

**Supply restrictions** Recommended on prescription only

Issued February 1971

### NULOGYL tablets

**Manufacturer** Bristol Laboratories, Division of Bristol-Myers Co Ltd, Stamford House, Langley, Slough, SL3 6EB

**Description** Yellow tablets, scored on one side, each containing 250 mg nitrimidazine (1-(N-B-ethylmorpholine)-5-nitro-imidazole)

**Indications** In the female, trichomonal vaginitis; trichomoniasis in the male

**Contraindications** Hypersensitivity to nitrimidazine; pregnancy; active disease of the central nervous system. Alcohol taken during treatment induces nausea

**Dosage** Patient and consort, one tablet twice daily for six consecutive days

**Side effects** Slight, but include nausea, vomiting, gastritis. Rashes, vertigo and somnolence have also been reported

**Packs** Bottles of 12 and 120 (£0.67 and £6.25 +P.T., trade price)

**Supply restrictions** Recommended on prescription only

Issued March 1971

## PROMOTIONS

### Yardley's Grand Prix theme

Yardley of London Ltd are gearing the whole of their Yardley for Men and Cougar advertising this year to the Grand Prix motor racing theme, according to the company's managing director, Dennis Matthews.

Speaking at the recent unveiling of the new Yardley-BRM car, Mr Matthews said that a competition on motoring safety with prizes of holidays abroad arranged by Autolloyd, had been organised and "particulars will begin appearing on chemists' counters in the next couple of weeks." Entries for the competition must arrive by July 5 and winners will be notified by July 29. Competitors will have to send a carton of a product from the ranges mentioned above.

It was also revealed some new lines would be introduced in the Cougar series next month. And later in the year, around the time of the British Grand Prix, "we may well see a development which will radically change our men's basic range," said Mr Matthews.

Those watching motor racing this year will see the BRM cars in white livery with the Yardley stripes of gold, brown and black.

### Ribena offer 'Bena' badges and toy

Over one million lapel badges featuring "Bena," the animal character created by Beecham for Ribena, will be distributed free in the latest promotion. At the same time Beecham offer a large nylon fur "Bena" for £2, plus two foil caps from any size of Ribena.

Children will be able to collect a set of six different lapel badges from collarettes on the large Ribena bottles. (Beecham Products UK, Beecham House, Great West Road, Brentford, Middlesex.)

### Kodak's 'massive' campaign

Figures produced by Kodak Ltd show that in Britain today only 13.8 million people out of a population of 41½m who are older than ten years of age use cameras. Each user takes an average of around three colour films per year.

Kodak are therefore planning a "massive" advertising campaign for 1971 — to attract the attention of the many more people who could be using cameras, making pictures and using more D & P.

While concentrating in the mass market sphere, on television, in the national and juvenile press and on poster hoardings, Kodak advertising also extends into the enthusiast's photographic journals and into photographic dealers shop with point of sale material to back up the national advertising.

Once again, the slogan that proved so successful last year — "Simple as Blinking" — runs through the whole 1971 campaign for Instamatic cameras and films.

Kodak anticipate that the campaign will go far to stimulate an interest in

photography but the vital link in the chain between the manufacturer and the public is the dealer, backed by the services of the photofinisher. To help the dealer, Kodak are providing powerful display material and camera stands compact enough to suit any display area available. A series of promotions has also been planned to help both photo retailers and finishers to increase sales in all areas.

### Elastoplast sample in magazine

A first aid card, which includes a sample pack of four Elastoplast plasters, is inset in the April issue of *My Home and Family* (on sale March 22).

Sponsored by Smith & Nephew Ltd, the card contains advice on cuts, bruises, bleeding, burns, scalds, fractures, dislocations and artificial respiration. Readers are also invited to write for a free first aid booklet published by Smith & Nephew.

Publicity support for the April issue includes advertising in the *Daily Mirror*, *Daily Mail*, *Daily Express*, *Sun* and *Daily Record*. (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

### Chukka free sample

A new magazine for 12-16 year-olds, *Lover*, is to carry a free pair of Chukka disposable panties. It has a print run of 400,000. The promotion is being backed by national television advertising to the extent of 32 spots over a two-day period. (LR Industries Ltd, Hall Lane, London, E4.)



L'Oréal, Berkeley Square House, Berkeley Square, London W 1, are introducing a new counter display unit during March, for their greasy hair treatment shampoo and setting lotion — Rebane. The unit holds 12 small bottles of both forms of Rebane

## ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Anadin Cold Treatment: Ln, M, WW, A

Askit: Sc

Brylcreem: Ln

Buttercup syrup: Lc, Y

Silvikrin shampoo: W W



# TRADE NEWS

## New Shell Vapona flykiller

A new compact Shell Vapona Flykiller (£0.85) is to be launched. It is said to be a more convenient size that international market research has established housewives prefer.

The new Vapona product retains its killing power for up to four months. It fits into a much smaller and handier gold colour, diamond cut-out, cardboard sleeve holder, with new tab device for easy hanging. A newly designed display carton containing 12 packs takes up less shelf space.

Shell say that the largest and most comprehensive advertising campaign ever used to promote a flykiller in the UK will launch the new product. Throughout the main summer months all ITV stations will run 30, 15 and 7 second peak and shoulder peak air time spots; and the major women's, home and general interest magazines will have whole page full-colour advertisements reaching a combined readership of 24.8 million. In addition, the Flykiller will receive support from its first ever national poster campaign.

Vapona Flykiller consists of a solid PVC strip into which Vapona insecticide is blended in such a way that minute quantities are released into the atmosphere as soon as the Flykiller is removed from its envelope. The slow, controlled rate of release, together with the rapid breakdown of Vapona in the presence of atmospheric moisture, ensures that only the low concentration needed to kill insects is maintained. In general, Vapona Flykiller should be used at the rate of one per 1,000 cubic feet of space in the home and one per 750 cubic feet in the greenhouse.

The new Vapona Flykiller is available in units of 12. (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.)

## NPU March clearance

Members of the National Pharmaceutical Union who use the services of the Clearing House are advised that, if they are outside the London area, they may obtain their schedules for the March clearance from their local NPUM wholesaler. The schedules must be returned to the wholesaler by March 11.

## Advice on correct pricing

A new company, Pricing Research Ltd, has been formed to advise industry on the optimum price levels of new and existing products. The company combines the business experience of Kraushar Andrews & Eassie Ltd, market development consultants, with the research experience of Nottingham University Consumer Study Group, led by Professor C. W. J. Granger.

PRL's service covers all fast-moving



consumer goods, including toiletries and pharmaceutical products. Inquiries should be addressed to 32 Fitzroy Square, London W1 (telephone 01-387 7885).

## Another Family Doctor title

The British Medical Association is publishing next week "Strokes and how to live with them" in the Family Doctor booklet series (£0.10). It is written by Dr A. Barham Carter and is available to members through the National Pharmaceutical Union, 321 Chase Road, London N14.

## Higher strength Grisovin

Glaxo Laboratories Ltd, Greenford, Middlesex, announce that Grisovin (griseofulvin) is now available as a 500 mg tablet in addition to the existing 125 mg tablet. The new preparation is of particular value when dosages of up to 1,000 mg daily are prescribed, minimising the number of tablets required to be taken. The new tablet is film-coated and identified with the name Grisovin and the strength. Packs are bottles of 25 (£1.13) and 100 (£4.33).

## New pack for VO5

A re-designed pack and the introduction of a new handbag size are first news of a "re-launch," starting in April, for Alberto VO5 hairspray, made by Alberto-Culver Co, Newington Causeway, London, SE1.

The new size will contain 3½ oz and will complement the existing 6 oz and 10 oz sizes. New pack is in gold with a stylised floral symbol.

The move will be supported by advertising in *Vogue*, *Nova*, *Honey*, *Vanity Fair*, *She* and *Woman and Home*.

## Combined shows

Kleinerts Inc, New Bond Street, London W1, Lessar Bros Ltd, Hylton Street, Birmingham and Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, have linked up to give combined shows to the trade of summer '71 merchandise.

The third of these joint shows will be held at St. Enoch's hotel, Glasgow, on March 9 and 10 from 10 am to 8 pm. They have already exhibited in Brighton and Nottingham.

Kleinerts are showing their "Pretty look" swimcaps — with wigs, flowers, petals and lacy trims, Lessar Bros are pre-

sending their Solarite sunglasses; Smith & Nephew are featuring the full range of Elastoplast products, together with new Panda cotton wool.

## New presentation

Orlane's Cleansing Moisture Dew (*Rosée Démaquillante*) is now in a transparent tube, revealing attractiveness of the product. Ideal for travelling, the plastic tube contains 100 g (1.80). Distributors are Sirex Ltd, 125 High Holborn, London, WC1.

## Dental floss supplies

Johnson & Johnson Ltd, Slough, Bucks, are understood to be re-introducing dental floss to the British market "sometime in the future," depending upon the availability of supplies from the United States.

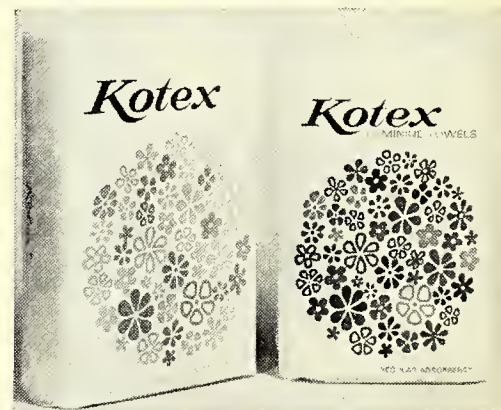
## Kotex polybags

Kimberly-Clark Ltd, Larkfield, near Maidstone, Kent have adopted polybag packaging for their Kotex sanitary towels.

The new packs project to consumers the softness of the product, both visually with shelf and counter display, and directly when the pack is handled by the consumer. The benefits also include easier handling in the stock room, and quicker and more convenient replenishing on the shelves.

Kotex towel absorbencies are featured in the new packaging and we have identified these by attractive and feminine floral designs with different colour themes—blue and green for the regular size, and pink and orange for the super size.

Stocks of both packs are now freely available to the trade.



# Bonus offers

Imperial Chemical Industries Ltd Pharmaceuticals Division, Alderley House, Alderley Park, Macclesfield, Cheshire. Lorexane dusting powder. 13 invoiced as 12. 42 invoiced as 36.

Macdonald & Son, PO Box 6, Portland Mill, Ashton-under-Lyne, Lancs. Silcot sanitary towels sizes 1 and 2. Eight free boxes on 3 cases, 16 free boxes on 5 cases and multiples, plus normal quantity terms. Silcot sanitary briefs. One free Nordic briefs on every dozen Nordic, Princess or Chic briefs. Minimum order 2 dozen. Silcot sanitary belts. One dozen trimline free on orders for display box of four dozen (popular, de luxe trim line and suede line). March 1 to April 30. Fabergé Inc, Ridgeway, Iwer, Bucks. Brut antiperspirant spray deodorant. Introductory bonus of 12 charged as 11.



# Now's the time to stock up with something new for the little aches and pains so natural to babies and children.

## Analgesia for infants under one year.

Angiers is well known to mothers for the Junior Aspirin which makes precise dosage control for children possible.

Recently Angiers added to their Junior Aspirin range with Angiers Baby Pain Relief.

This pleasantly flavoured elixir\* contains paracetamol and provides safe, soothing relief for the aches and pains that are an inevitable part of a baby's life.

When mothers consult you about their baby's pains (feverishness, teething, post-vaccination reactions) you can safely recommend Angiers Baby Pain Relief.

\*Paracetamol Elixir, Paediatric, B.P.C.

### RECOMMENDED DOSE:

Under 1 year – 5 ml.  
(1 teaspoonful) 4 times daily.

Over 1 year – 10 ml.  
(2 teaspoonfuls)  
4 times daily.

## Junior Aspirin in soluble form.

Many children have difficulty swallowing tablets, even when they are pleasantly flavoured.

The controlled dose delivered by a tablet is essential for children taking aspirin,

so Angiers have introduced new Angiers Childrens Soluble Aspirin\*.

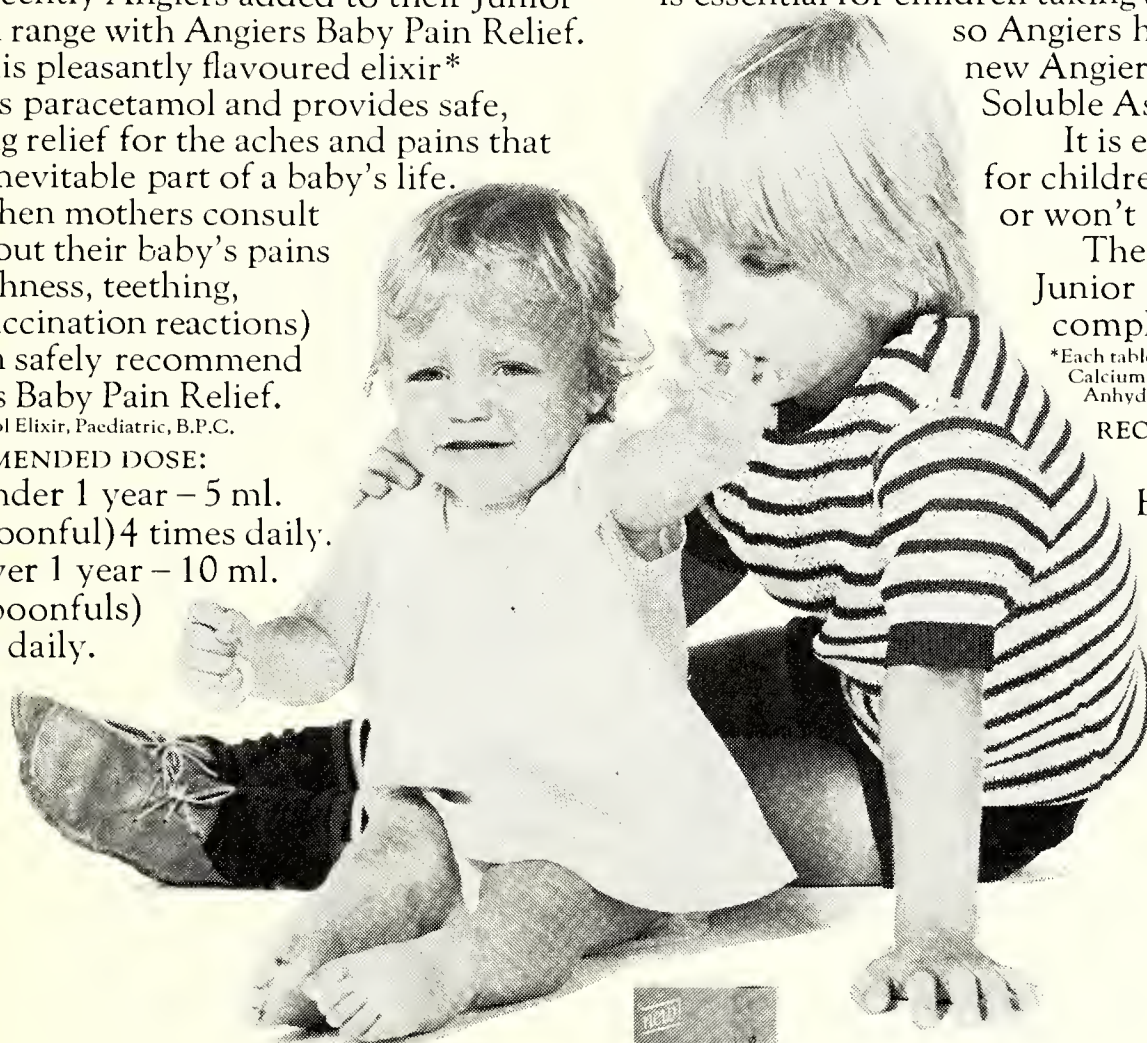
It is especially designed for children who can't or won't swallow tablets.

The well-known Junior Aspirin remains to complete the range.

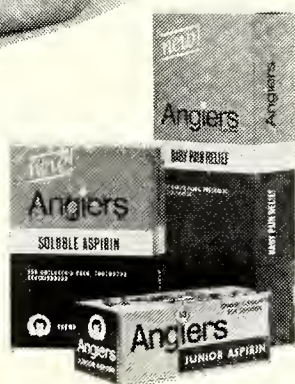
\*Each tablet contains Aspirin 150 mg.  
Calcium Carbonate 50 mg.  
Anhydrous Citric Acid 15 mg.

### RECOMMENDED DOSE:

1 to 2 years:  
Half a tablet.  
2 to 5 years:  
One tablet.  
5 to 12 years:  
Two tablets.



# Angiers



The name mothers trust.



# Depth Charge- the sea foam bath that's as different as its name.

Depth Charge is about to burst into the growing foam bath market with an explosive impact. It's different in every way – the product, the name, the packaging, the promotion.

That's why we've called it Depth Charge. To convey the power, the drama and the excitement of this new bath time experience.

The formula is charged with concentrated essence of tiny sea plants that tingle and tantalise the skin. The unique perfume contains all the power and the mystery of the sea. In the bath it turns the water a deep tropic blue, capped by a mass of brilliant white foam,

which lasts and lasts.

As you might expect from a product made by Fenjal, Depth Charge contains a lanolin derivative which leaves the skin silky soft and smooth.

And virtually every woman in the land will have the chance to learn about Depth Charge from the exciting full colour advertisements in leading women's magazines.

Depth Charge is an experience your customers will want to repeat. Ask your Scott & Bowne representative for details of the introductory bonus which features the superb counter unit seen opposite.

Scott & Bowne Limited,  
50 Upper Brook St, London W.1.





# WEEKLY CHANGES AND ADDITIONS

## February Quarterly Price List

Prices are given per unit unless otherwise stated. Bold upright figures (2 9) in the retail columns indicate the price is subject to retail maintenance. Italic figures (2 9) is manufacturers recommended price. Light upright figures (2 9) is a suggested guide. A = Price increased. R = Price Reduced. O = New entry. D = Delete. C = Correction. / = Insert.

	Trade £·p	Tax £·p	Retail £·p
<b>mycin (746 Lederle) T5</b>			
muscular 100mg 10	0·82	—	0·97
6	—	—	D
<b>o-Culver (1437 ACC)</b>			
hair spray 75g	2·05dz	1·13dz	0·34
130g	2·89dz	1·59dz	0·48
220g	4·22dz	2·32dz	0·70
<b>onna (228 Carlton)</b>			
ts 60	0·19	0·07	—
500	1·37	—	—
1000	2·63	—	—
<b>ry (39 Almay)</b>			
oact make-up	—	—	0·58½
mist	—	—	—
sture cream	—	—	1·12½
nt cream	—	—	0·82½
mpoo	—	—	0·42½
skin	—	—	—
nt care cream	—	—	0·97½
iner cake	—	—	0·57½
iner brush	—	—	0·32½
shadow brush-on	—	—	0·77½
powder	—	—	0·77½
blush	—	—	1·37½
ara	—	—	0·77½
enamel clear	—	—	0·32½
me glaze	—	—	0·46½
ted	—	—	0·32½
e & top coat	—	—	—
vax (208 BW)	—	—	—
lla vaccine ampoules	—	—	—
3	2·85	—	4·28
<b>e Soie (525 Golden)</b>			
tan aerosol	4·60dz	2·52dz	0·79
<b>e tan aerosol</b>	—	—	D
<b>Phillipe (48 AP)</b>			
le bath	—	—	—
bble bottle 25	1·87dz	0·687dz	0·29
an dimple 3	1·87dz	0·687dz	0·29
ntinental 35	7·20dz	2·64dz	1·12½
m diamond 14	3·40dz	1·245dz	0·52½
icorn 16	7·50dz	2·75dz	1·15
gne	—	—	—
bble bottle 38	1·67dz	0·92dz	0·29
de Cologne	—	—	—
mple bottle 37	0·72dz	0·395dz	0·12½
m diamond 24	3·00dz	1·65dz	0·52½
an dimple 23	1·67dz	0·92dz	0·29
by six 36	0·72dz	0·395dz	0·12½
lacquer aerosol 11	1·67dz	0·92dz	0·29
fill 12	0·72dz	0·395dz	0·12½
spray aerosol 17	1·67dz	0·92dz	0·29
salt decanter 29	—	—	D
ole bath horse	—	—	D
ad book end 16	—	—	D
l cream 5	—	—	D
der removing	—	—	D
ampoo 28	—	—	D
<b>an (430 Eucryl)</b>			
t cleanser refill	1·16dz	—	0·14½
n (851 MHP)	—	—	—
ules 100	4·60dz	—	0·53½
200	8·45dz	—	0·98½
<b>vtabs (1402 AL) existing entry</b>	—	—	D
<b>vtabs (1402 AL)</b>			
owgards 2½ in sq.	—	—	—
20	0·30	—	0·45
owmounts	0·11	—	0·20
owsleeves	—	—	—
× 5 in	0·27	—	0·40
× 7 in	0·33	—	0·50
n × 6½ in	0·50	—	0·75
n × 8 in	0·60	—	0·90
owtabs	0·10	—	0·15
ur slide album	—	—	—
nm	1·67	—	2·50
sq.	1·67	—	2·50
reflector umbrella	2·17	—	3·25

hand movie viewer  
std. 8  
sup. 8  
lens tissues (50)  
mini viewer M.P. 10  
negative storage album  
35mm  
2½ sq.  
photo corners  
plastic r/mounts  
24 × 36mm 36  
18 × 24mm 36  
2½ sq. 24  
Protect-a-Print leader  
std. 8  
sup. 8  
Reel-Ups  
transfer movie wipes  
1  
2

**Ascon (311 C) †**  
suspension 200ml  
tablets 20

**Athera (851 MPH)**  
tablets 40  
100  
500

**Billesholm (59 Arden)**  
anti-noise ear protection  
ear defender

**Biobalm (851 MHP) 4oz**  
Bishops (132 A8) existing entry  
**Bishops (132 A8)**

caffeine 100g  
200g  
500g

caffeine citrate 100g  
200g  
500g

**Carlsbad salts** 100g  
200g  
500g

**gout Varalettes** 36  
90

**lithium citrate** 100g  
200g  
500g

**magnesia citrate** 100g  
200g  
500g

**piperazine citrate** 100g  
200g  
500g

**pipermag for worms** 10g  
100g

**potash citrate** 100g  
200g  
500g

**Urobishop** 100g  
**Vichy salts** 100g  
200g  
500g

**Vichy Varalettes** 150  
500

**Bisks (1530 Fisons)**  
cream crackers

**Bronnley (194 Bronnley)**  
soap eggs 0107  
pre-make up 0523

**Camyna (145 B) entire entry**  
**Canoe (350 Dana)**  
Cologne spray 27cc

**Cellogen (385 DG)**  
hand cream 55cc  
**Chapstick (1071 Robins)**

	Trade £·p	Tax £·p	Retail £·p
hand movie viewer	1·50	—	2·25
std. 8	1·50	—	2·25
sup. 8	0·07	—	0·10
lens tissues (50)	0·22	0·12	0·45
mini viewer M.P. 10	—	—	—
negative storage album	0·83	—	1·25
35mm	0·83	—	1·25
2½ sq.	0·13	0·05	0·25
photo corners	—	—	—
plastic r/mounts	—	—	—
24 × 36mm 36	0·20	—	0·30
18 × 24mm 36	0·27	—	0·40
2½ sq. 24	0·33	—	0·50
Protect-a-Print leader	—	—	—
std. 8	0·27	—	0·40
sup. 8	0·27	—	0·40
Reel-Ups	0·20	—	0·30
transfer movie wipes	—	—	—
1	0·30	—	0·45
2	0·30	—	0·45
<b>Ascon (311 C) †</b>			
suspension 200ml	0·1925	0·07	0·36
tablets 20	0·1042	0·035	0·19½
<b>Athera (851 MPH)</b>			
tablets 40	1·30dz	0·48dz	0·19½
100	2·80dz	1·03dz	0·42½
500	10·70dz	3·93dz	1·62½
<b>Billesholm (59 Arden)</b>			
anti-noise ear protection	0·09	—	0·14
ear defender	2·16	—	2·87½
<b>Biobalm (851 MHP) 4oz</b>	1·10dz	0·40dz	0·16½
<b>Bishops (132 A8) existing entry</b>	—	—	D
<b>Bishops (132 A8)</b>			
caffeine 100g	1·80dz	0·66dz	0·25
200g	3·10dz	1·135dz	0·45
500g	6·25dz	2·29dz	0·90
caffeine citrate 100g	1·80dz	0·66dz	0·25
200g	3·10dz	1·135dz	0·45
500g	6·25dz	2·29dz	0·90
<b>Carlsbad salts</b> 100g	2·02dz	0·735dz	0·30
200g	3·40dz	1·245dz	0·50
500g	6·30dz	2·31dz	1·00
<b>gout Varalettes</b> 36	1·80dz	0·66dz	0·25
90	3·90dz	1·43dz	0·62
<b>lithium citrate</b> 100g	1·80dz	0·66dz	0·25
200g	3·10dz	1·135dz	0·45
500g	6·25dz	2·29dz	0·90
<b>magnesia citrate</b> 100g	1·20dz	0·44dz	0·20
200g	2·25dz	0·82dz	0·35
500g	4·10dz	1·50dz	0·70
<b>piperazine citrate</b> 100g	2·50dz	0·915dz	0·36
200g	3·90dz	1·43dz	0·62
500g	6·30dz	2·31dz	1·00
<b>pipermag for worms</b> 10g	0·90dz	0·33dz	0·12
100g	2·50dz	0·915dz	0·36
200g	3·90dz	1·43dz	0·62
500g	6·30dz	2·31dz	1·00
<b>Urobishop</b> 100g	4·10dz	1·50dz	0·60
<b>Vichy salts</b> 100g	2·02dz	0·735dz	0·30
200g	3·40dz	1·245dz	0·50
500g	6·30dz	2·31dz	1·00
<b>Vichy Varalettes</b> 150	2·20dz	0·805dz	0·35
500	6·30dz	2·31dz	1·00
<b>Bisks (1530 Fisons)</b>			
cream crackers	2·27dz	—	0·23½
<b>Bronnley (194 Bronnley)</b>			
soap eggs 0107	—	—	0·30
pre-make up 0523	—	—	0·16
<b>Camyna (145 B) entire entry</b>	—	—	D
<b>Canoe (350 Dana)</b>			
Cologne spray 27cc	0·435	0·233	0·97½
<b>Cellogen (385 DG)</b>			
hand cream 55cc	0·50	0·275	1·06
<b>Chapstick (1071 Robins)</b>			
1·90	1·05	0·16	—
(2 dz)	(2 dz)	—	—

WALLIS SUPER SACCHARIN

# SUPASAC

the slimmer's sweetener  
with the **fat 100% profit**  
for chemists only!

from your usual wholesaler

## CONVERSION TABLE

£p.	s.	d.	£p.	s.	d.
0·01	...	2½	0·51	...	10 2½
0·02	...	5	0·52	...	10 5
0·03	...	7	0·53	...	10 7
0·04	...	9½	0·54	...	10 9½
0·05	...	1 0	0·55	...	11 0
0·06	...	1 2½	0·56	...	11 2½
0·07	...	1 5	0·57	...	11 5
0·08	...	1 7	0·58	...	11 7
0·09	...	1 9½	0·59	...	11 9½
0·10	...	2 0	0·60	...	12 0
0·11	...	2 2½	0·61	...	12 2½
0·12	...	2 5	0·62	...	12 5
0·13	...	2 7	0·63	...	12 7
0·14	...	2 9½	0·64	...	12 9½
0·15	...	3 0	0·65	...	13 0
0·16	...	3 2½	0·66	...	13 2½
0·17	...	3 5	0·67	...	13 5
0·18	...	3 7	0·68	...	13 7
0·19	...	3 9½	0·69	...	13 9½
0·20	...	4 0	0·70	...	14 0
0·21	...	4 2½	0·71	...	14 2½
0·22	...	4 5	0·72	...	14 5
0·23	...	4 7	0·73	...	14 7
0·24	...	4 9½	0·74	...	14 9½
0·25	...	5 0	0·75	...	15 0
0·26	...	5 2½	0·76	...	15 2½
0·27	...	5 5	0·77	...	15 5
0·28	...	5 7	0·78	...	15 7
0·29	...	5 9½	0·79	...	15 9½
0·30	...	6 0	0·80	...	16 0
0·31	...	6 2½	0·81	...	16 2½
0·32	...	6 5	0·82	...	16 5
0·33	...	6 7	0·83	...	16 7
0·34	...	6 9½	0·84	...	16 9½
0·35	...	7 0	0·85	...	17 0
0·36	...	7 2½	0·86	...	17 2½
0·37	...	7 5	0·87	...	17 5
0·38	...	7 7	0·88	...	17 7
0·39	...	7 9½	0·89	...	17 9½
0·40	...	8 0	0·90	...	18 0
0·41	...	8 2½	0·91	...	18 2½
0·42	...	8 5	0·92	...	18 5
0·43	...	8 7	0·93	...	18 7
0·44	...	8 9½	0·94	...	18 9½
0·45	...	9 0	0·95	...	19 0
0·46	...	9 2½	0·96	...	19 2½
0·47	...	9 5	0·97	...	19 5
0·48	...	9 7	0·98	...	19 7
0·49	...	9 9½	0·99	...	19 9½
0·50	...	10 0	1·00	...	20 0

**Combizym (1490 IAP5)**  
dragees 30 0·383 0·141 0·65 I

**Contosol (1054 R & B)**  
antiseptic 250ml 0·18 0·065 0·34  
dp 500ml 0·29 — —  
dp 1l 0·53 — —  
dp 2l 1·00 — —

**lotion** 250ml 0·13 — 0·20  
500ml 0·20 — 0·30  
1l 0·38 — 0·57  
2l 0·73 — 1·09½

**Co-tabs (331 C)**

**Cremalgin (117 BPL)**  
balm 56·7g 0·15 0·06 0·31

**Crepe de Chine (1551 PR)**  
eau de Cologne 560l — — 0·93 I

perfume 5108 & 5106 — — — D  
spray mist Cologne 4244S — — — D

# Specify Wellcome\* Insulins

Soluble · Lente · Protamine · Globin · Isophane and 'Nuso' Neutral Insulin



Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) Dartford, Kent \*Trade Mark



	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
<b>CVK (2 Abbott) T5</b> solution 125mg 100ml	0.35	—	0.53								
<b>Dalmaplast (1595 AF) existing entry</b>											
<b>Dalmaplast (1595 AF)</b>											
first aid bulk packs											
assorted gross	0.41	—	—								
1½ in × ¾ in gross	0.30	—	—								
2½ in × ¾ in gross	0.46	—	—								
3 in × ¾ in gross	0.55	—	—								
cabinet No 1											
144 dressings	0.50	—	—								
doctors 180 dressings	0.80	—	—								
eye occlusion shades											
elastic	0.35dz	—	—								
rigid	0.30dz	—	—								
patch test dressings 100	1.63	—	—								
waterproof occlusive											
dressings ¾ in diameter											
100	0.25	—	—								
1 in diameter	0.46	—	—								
1½ in × 1 in	0.39	—	—								
3 in × 1 in	0.59	—	—								
3 in × 2 in	0.91	—	—								
strapping											
1 in × 1 yd	0.47dz	—	—								
1 in × 2½ yd	0.66dz	—	—								
1 in × 5 yd	0.72dz	—	—								
1 in × 5 yd	1.10dz	—	—								
2 in × 5 yd	1.76dz	—	—								
3 in × 5 yd	2.42dz	—	—								
4 in × 5 yd	2.97dz	—	—								
6 in × 5 yd	3.92dz	—	—								
strip dressings											
1½ in × 1 yd	1.19dz	—	—								
2½ in × 1 yd	1.51dz	—	—								
3 in × 5 yd	1.70dz	—	—								
vaccination dressings											
child's	0.23dz	—	—								
adult's	0.39dz	—	—								
zinc oxide plaster											
1 in × 5 yd	0.86dz	—	—								
1 in × 5 yd	1.26dz	—	—								
2 in × 5 yd	2.08dz	—	—								
3 in × 5 yd	2.80dz	—	—								
1 in × 10 yd	1.26dz	—	—								
1 in × 10 yd	1.93oz	—	—								
2 in × 10 yd	3.28dz	—	—								
3 in × 10 yd	4.61dz	—	—								
<b>Delaminoph (142 BML)</b>											
tablets 1000	3.68	—	—								
<b>Democracin (1490 IAP5) T5</b>											
tablets 250	0.195	—	—								
500	0.38	—	—								
1000	0.75	—	—								
<b>Dorothy Gray (385 DG)</b>											
colour swirls	0.66	0.365	1.38								
cream rouge	0.28	0.155	0.59								
eyebrow pencil	0.11	0.06	0.26								
eye make-up remover											
12cc	0.19	0.105	0.38								
hand cream 55cc	0.29	0.16	0.61								
lipsticks	0.27	0.15	0.57								
Perfemma handbag spray	0.13	0.07	0.27								
roll-on deodorant 55cc	0.27	0.15	0.57								
Young and Lovely											
lipstick	0.19	0.105	0.38								
<b>Drapolene (218 Calmic)</b>											
cream 55g	1.60dz	—	0.20								
<b>Eau Neuve (Lubin (957 Perl)) existing entry</b>											
<b>Eau Neuve (Lubin (957 Perl))</b>											
eau de toilette											
309	0.95	0.525	1.95								
310	1.45	0.80	2.95								
311	2.20	1.21	4.45								
3100	2.20	1.21	4.45								
atomiser	320	1.65	0.91	3.30							
soap	316	0.35	0.13	0.69							
<b>Elation (385 DG)</b>											
make-up											
blush-on blusher refill	0.38	0.21	0.80								
eyeshades	0.54	0.295	1.14								
eyeshadow brush-on	0.45	0.25	0.95								
face glosser	0.35	0.195	0.83								
mascara brush-on	0.46	0.255	0.99								
refill	0.29	0.16	0.61								
nail enamel pearl	0.27	0.15	0.57								
skin glossers	0.67	0.37	1.41								
<b>Equatone (301 Coty)</b>											
balancing freshener	4oz	0.47	0.2585	1.00							
toner	8oz	0.78	0.429	1.65							
deep cleansing oil	4oz	0.47	0.2585	1.00							
enriched night treatment	2oz	0.59	0.3245	1.25							
facial cleansing milk	4oz	0.82	0.451	1.75							
foaming cleanser concentrate	4oz	0.42	0.231	0.90							
moisture equaliser	8oz	0.71	0.3905	1.50							
moisture multiplier	2oz	0.59	0.3245	1.25							
overnight eye cream	2oz	0.66	0.363	1.40							
tone-up moisture mask	2oz	0.71	0.3905	1.50							
totally soft body lotion	0.59	0.3245	1.25								
mask 3oz	0.82	0.451	1.75								
totally soft body lotion 8oz	0.94	0.517	2.00								
<b>Erythroped (2 Abbott) existing entry</b>											
<b>Erythroped (2 Abbott) T5</b>											
granules for suspension											
to make 100ml	7.00dz	—	0.88								
pro infans 100ml	5.00dz	—	0.53								
forte 100ml	1.13	—	1.70								
<b>FDS (1437 ACC)</b>											
deodorant aerosol	2.24dz	1.23dz	0.37								
<b>Fecarb (142 BML)</b>											
tablets 5000	10.25	—	—								
<b>Feen-a-Mint (133 WL)</b>											
tablets 24											
<b>Felsol (181 Felsol)</b>											
powders											
12	1.575dz	0.58dz	0.22½								
60	6.24dz	2.28dz	0.88½								
90	0.79	—	—								
<b>Ferybar (1091 Rybar)</b>											
tonic											
150ml	2.00dz	0.73dz	0.31								
115ml	—	—	—								
<b>Finalgon (145 B)</b>											
(distributors 501 Geigy)											
ointment 20g	0.13	0.05	0.24								
<b>Flushette (430 Eucryl)</b>											
toilet deodoriser	0.48dz	—	0.06								
<b>Folex (1091 Rybar)</b>											
tablets											
50	2.50dz	—	0.31								
500	1.35	—	—								
<b>Froment (600 JH)</b>											
6½oz	0.06	—	0.09								
14oz	0.115	—	0.17½								
28oz	0.21	—	0.31								
<b>Gala of London (876 MP)</b>											
eye liquid tints	2.35dz	1.295dz	0.42								
mascara liquid lash	3.75dz	2.065dz	0.67								
<b>Garlodex (851 MHP)</b>											
tablets 144	4.50dz	1.65dz	0.68½								
<b>Gelozone (851 MHP)</b>											
2oz	1.30dz	—	0.14½								
<b>Gerber (200 B &amp; P)</b>											
strained foods											
4oz	0.59dz	—	0.06								
<b>Gerivin (1091 Rybar)</b>											
tonic											
150ml	2.70dz	0.99dz	0.43								
115ml	—	—	—								
<b>Goddards (430 Eucryl)</b>											
embrocation											
0.78dz	0.285dz	0.11									
1.215dz	0.445dz	0.19									
1.865dz	0.69dz	0.29									
<b>white oils cream</b>											
<b>Halex (1102 Sanitas)</b>											
toothbrushes											
bristle	1.60dz	—	0.20								
Noddy	0.90dz	—	0.11								
nylon	0.935dz	—	0.11½								
Noddy	0.735dz	—	0.09								
carded	0.935dz	—	0.11								
Capri	1.60dz	—	0.20								
smokers	1.60dz	—	0.20								
twin	1.40dz	—	0.17½								
junior twin	1.20dz	—	0.15								
denture brush	1.70dz	—	0.21								
<b>Halina (1136 Silber)</b>											
cameras still											
500	—	—	19.95								
case	—	—	2.47								
<b>la-Pen (1490 IAP5) T5</b>											
tablets 250 mg	250	1.83	—								
500	3.55	—	—								
1000	7.00	—	—								



	Trade £·p	Tax £·p	Retail £·p
<b>Optimax (220 CC)</b>			
drinking chocolate 500g	4.00	—	—
1k	6.00	—	—
tablets 0.5g	4.00	—	—
100	17.50	—	—
500	30.00	—	—
1000	—	—	—
<b>Ovaltine (1303 Wander)</b>			
10 case rates minimum order direct			
4oz	1.17dz	—	0.11
8oz	2.04dz	—	0.19½
16oz	3.51dz	—	0.34
instant non-fat milk 7oz	1.43dz	—	0.13½
12oz	2.13dz	—	0.20½
<b>almolive (280 CP)</b>			
shave cream lime			
<b>anda (1155 S &amp; N)</b>			
nursery wool			
rolls	1.30dz	—	0.15
balls (150)	1.30dz	—	0.15
pleated (8ft)	0.65dz	—	0.07½



Another Profit Team  
from Smith & Nephew

<b>arador (430 Eucryl)</b>			
air-freshener block	0.48dz	—	0.06
floral disinfectant	1.16dz	—	0.14½
<b>erutz (1136 Silber)</b>			
colour negative film			
126	12exp	—	0.51
	20exp	—	0.61
135	20exp	—	0.56
<b>hazyme (1178 Stafford)</b>			
tablets	100	9.90dz	3.63dz 1.40
<b>lantoids (430 Eucryl)</b>			
large	1.52dz	—	0.19
<b>roteiset (1412 Jackel)</b>			
styling lotion	0.19	0.105	0.39
<b>rothiaden (324 Crookes) †54B</b>			
capsules 25mg	100	1.57	—
	600	9.03	—
<b>R.A. (430 Eucryl)</b>			
tablets	100	0.915dz	0.335dz 0.16
<b>avina (1369 RW) existing entry</b>			
<b>avina (1369 RW)</b>			
Beedi Bands			
elasticated, wooden beads			
med. 3 row	274	1.13dz	0.41dz 0.17½
small 3 row	276	1.60dz	0.59dz 0.25
large 3 row	277	1.45dz	0.53dz 0.22½
small 5 row	278	1.60dz	0.59dz 0.25
Alice band, wooden beads			
5 row	424	4.00dz	0.55dz 0.55
<b>crochet band</b>			
Chennille	400	3.00dz	— 0.37½
Lurex	401	4.40dz	— 0.55
hair plaits	320	2.20dz	0.30dz 0.30
pony tail holder	256	0.80dz	0.29dz 0.12½
string tie head bands	312	1.85dz	0.25dz 0.25
<b>velvet fashion bow</b>			
on curl clip, small	521	1.45dz	0.20dz 0.20
on comb, med.	533	2.20dz	0.30dz 0.30
large	537	2.95dz	0.40dz 0.40
<b>velvet fluff fashion bow</b>			
on comb, large	540	3.30dz	0.45dz 0.45
<b>oyal Sweden (1412 Jackel) existing entry</b>			
<b>oyal Sweden (1412 Jackel)</b>			
hair brushes ladies			
15111	0.21	0.075	0.39½
15505	0.37	0.135	0.69
1890; 1986; 1987; 15244;			
15431	0.56	0.205	1.05
15461; 1988	0.67	0.245	1.25
15471; 15472; 15473	1.29	0.48	2.40
501; 503	1.75	0.64	3.25
507	2.10	0.765	3.75
hair brushes men's			
2059	0.56	0.205	1.05
2045	0.80	0.295	1.50
<b>atura (385 DG)</b>			
cleansing lotion	170cc	0.54	0.295 1.14
cleansing cream		0.31	0.17 0.65
freshener	170cc	0.54	0.295 1.14
moisture cream	30cc	0.38	0.21 0.80
	55cc	0.67	0.37 1.41

	Trade £·p	Tax £·p	Retail £·p
<b>Saxin (208 BW)</b>			
tablets	100	0.06	0.09
	200	0.10	0.15
	300	0.14	0.21
	500	0.22	0.33
	5000	1.84	2.76
<b>Secret of the Sea (385 DG)</b>			
Fashion Touch	29cc	0.58	0.32 1.23
<b>Serenace (1121 Searle) †s4B</b>			
ampoules 3mg/ml	50	6.80	10.20
<b>Silhouette (1385 GOC)</b>			
sunglasses			
620; 628	—	—	3.90
651; 656	—	—	4.10
629; 673	—	—	4.30
626; 627; 631	—	—	4.40
658	—	—	4.50
661; 662	—	—	5.00
668	—	—	5.10
665	—	—	5.40
666	—	—	5.60
667	—	—	6.00
<b>Skin Dew (596 HR)</b>			
contour-lift	—	—	2.00
herbal lotion	—	—	1.00
<b>Spray Net (597 HCL)</b>			
(distributors 430 Eucryl)			
dial standard	1.83dz	1.01dz	0.28½ C
<b>Sugaree (1375 SACL)</b>			
Demerara	4.80	—	0.12½
(4dz)	—	—	—
white granulated	5.75	—	0.15
(4dz)	—	—	—
coffee crystals	3.85	—	0.10
(4dz)	—	—	—
<b>Sulphamezathine (649 ICI) †s4B</b>			
oral suspension	150ml	0.24	0.36
	11	0.98	1.47
powder	100g	0.50	0.75
	500g	2.06	3.09
tablets	100	0.35	0.53
	500	1.10	1.65
	1000	2.15	3.23
	5000	10.45	15.73
<b>Sunervin (851 MHP)</b>	50	1.75dz	0.64dz 0.26½
	200	5.95dz	2.18dz 0.90½
<b>Tetmosol (649 ICI)</b>			
soap 5%, tablets	—	0.70dz	— 0.09
<b>Tetralysal (227 Erba) T5</b>			
capsules 150mg	16	0.33	0.50
	100	1.95	2.93
	1000	17.50	25.63
<b>Thermos (1226 Thermos)</b>			
vacuum flasks	25	—	0.57
	25Q	—	0.99
	25½	—	0.52
	2525	—	0.85
	26	—	0.49
105; 106; 226; 246	—	—	—
cups	25½; 26	—	0.08
vacuum jugs	71	—	1.32
	71Q	—	1.69
67/1; 67/2	—	—	—
jug stoppers adjustable	71	—	0.13
	71Q	—	0.15
neck rings	26	—	0.03
<b>Thompson's (992 P &amp; C)</b>			
slippery elm food			
maltoed or unmaltoed 6oz	1.70dz	—	0.17½
<b>Tranazine (208 BW)</b>			
tablets 0.2 mg	10	0.10	0.15
<b>Tuamine sulphate (413 Lilly)</b>			
Vacco (1265 Vacco) existing entry			
Vacco (1265 Vacco)			
vacuum flasks	VLP	—	0.55
de luxe	VM5H	—	0.46
master minor	VM5	—	0.49
standard	—	—	—

	Trade £·p	Tax £·p	Retail £·p
<b>Allinson (40 Allinson)</b>			
dried yeast	4oz	3.65	0.12½
(3dz)	—	—	—
starch reduced rolls	15	3.72	0.12½
white or brown	(3dz)	—	—
	28	2.14dz	0.21½
<b>Anusol (1310 WW)</b>			
suppositories	12	2.08dz	0.763dz 0.30 A
<b>Aphrodisia (446 FI)</b>			
Cologne spray	1785	0.48	0.265 1.05 •
<b>Askit (69 Askit)</b>			
powders trade dispenser	30×3	0.825	0.285 0.05 C
<b>Brut (446 FI)</b>			
deodorant spray	5412	0.59	0.325 1.30 •
old pack	—	—	—
<b>Crown (1073 Robinson)</b>			
corn caps	6	0.74dz	0.27dz 0.11
wool felt	4680	0.842dz	— 0.09
	4681	0.842dz	— 0.09

	Trade £·p	Tax £·p	Retail £·p
major	VM5D	—	0.77
family	VM5Q	—	0.83
best buy minor	VBBH	—	0.45
standard	VBB	—	0.47
major	VBBQ	—	0.75
family	VBBQ	—	0.80
tea flask	—	—	—
standard	TF2	—	0.62
family	TFQ	—	0.97
refills	—	—	—
master minor	RM	—	0.30
master and tea flask	—	—	—
standard	R5	—	0.30
major	RG	—	0.50
family	RF	—	0.50
cups and lids	—	—	—
VBBH & VM5H	—	—	0.07
16oz, 27oz & 36oz	—	—	—
except VLP	—	—	0.09
VLP	—	—	0.07
stoppers 8oz & 16oz	—	—	0.07
27oz & 36oz	—	—	0.09
jar	J5	—	2.53
refill	JR	—	1.43
jug tea/coffee	QJ	—	1.34
<b>Vegetex (851 MHP)</b>			
tablets	160	4.50dz	1.65dz 0.68½
<b>Vick (1055 RM)</b>			
lipwick	—	1.21dz	0.44dz 0.17
<b>Wellcome (208 BW)</b>			
diphtheria antitoxin	—	—	—
2000	0.24	—	0.36
10,000	0.64	—	0.96
20,000	1.24	—	1.86
40,000	2.36	—	3.54
60,000	3.34	—	5.01
gas-gangrene antitoxin	—	—	—
mixed ampoule	2.80	—	4.20
<b>Wiberg (994 P &amp; M)</b>			
pine essence	8801	1.98dz	1.09dz 0.33
	8802	3.30dz	1.815dz 0.56
	8803	5.40dz	2.97dz 0.90
	8804	10.80dz	5.94dz 1.80
	8805	20.40dz	11.22dz 3.40
	8806	34.80dz	19.14dz 5.80
<b>Wild Fern (1355 Yardley)</b>			
talcum	0.167	0.09	0.34½
<b>XZ (957 Perl)</b>			
hair nutrient	9.50dz	5.225dz	1.60
<b>Yardley (1355 Yardley)</b>			
eye make-up	—	—	—
Soul Set shadows	0.158	0.09	0.33
palettes	0.308	0.165	0.64
<b>Yeast Pac (944 P &amp; M) existing entry</b>			
<b>Yeast Pac (994 P &amp; M)</b>			
acne treatment	sachet	0.62dz	0.225dz 0.08½
beauty mask	sachet	0.64dz	0.35dz 0.10
ready mixed	sachet	0.71dz	0.39dz 0.11
	tube	2.36dz	1.30dz 0.37
medicated	tube	1.65dz	0.61dz 0.25

## AMENDMENTS TO KEY TO SUPPLIERS

189 BT = British Tissues Ltd., Brougham Road, Worthing, Sussex. Worthing 38201.  
 220 CC = Cambrian Chemicals Ltd, Beddington Farm Road, Croydon CRO 4XB. 01-689 0681.  
 614 Hoechst = Hoechst Pharmaceuticals Ltd., Hoechst House, Salisbury Road, Hounslow, Middlesex. 01-570 7712.  
 1089 RPD = R.P. Drugs Ltd., Units 75/77, Barkston House, Domestic Street, Leeds LS11 9RT. 0532-41400.  
 1375 SACL = Slimming Aid Co Ltd, 7 Greenlaw Gardens, New Malden, Surrey. 01-942 2987.  
 1385 GOC = Grafton Optical Co Ltd, 1 Worship Street, London, E.C.2. 01-628 5841.  
 1471 Con Phar = Continental Pharma Ltd, 169 Regent Street, London, W1R 8HE. 01-734 7495.  
 1529 CL = Chatfield Laboratories, 345 Goswell Road, London, E.C.1. 01-370 4664.

## THIS WEEK'S CHANGES

	Trade £·p	Tax £·p	Retail £·p
<b>Crystapen V (518 Glaxo)</b>			
tablets 125mg	—	—	—
<b>Dee Gee (542 Griffin)</b>			
baby bottle heater	1.42	0.51	2.40 A
<b>Famel (690 Keldon)</b>			
linctus children's †DDI	100ml	1.89dz	— 0.21
inhaler	—	1.21dz	0.43dz 0.17
syrup †DDI	small	1.63dz	0.58dz 0.23
	large	2.48dz	0.89dz 0.35
	family	4.26dz	1.52dz 0.60
<b>Fibrosine (655 ICC)</b>			
balm	1.41dz	0.52dz	0.20
<b>Flambeau (466 FI)</b>			
Cologne spray	1785	0.48	0.265 1.05 •
<b>Grisovin (518 Glaxo) T5</b>			
tablets 500mg	25	1.13	— 1.50 •
	100	4.33	— 5.77
<b>Imuran (208 BW) †s4A</b>			
tablets 100mg	100	11.34	— 17.01 •
<b>Joy-rides (1178 Stafford)</b>			
tablets	12	1.36dz	— 0.17 A



	Trade £.p	Tax £.p	Retail £.p			Trade £.p	Tax £.p	Retail £.p			Trade £.p	Tax £.p	Retail £.p	
Marathon (98 8eales) existing entry				D										
Marathon (98 8eales)				I										
one-way nappies (2 in bag)														
standard	1.17dz	—	0.38											
large	1.32dz	—	0.43											
Movol (867 Movol) †				I										
iron mould remover	0.80dz	—	0.10											
Nulogyl (171 BLL)				•										
tablets 250mg	12	0.67	0.25											
	120	6.25	2.29											
Optone (690 Keldon)				A										
eye drops	1.77dz	0.63dz	0.25											
large	2.27dz	0.81dz	0.32											
Optrex (690 Keldon)				A										
eye lotion	1.63dz	0.58dz	0.23											
small	2.41dz	0.86dz	0.34											
large	4.26dz	1.52dz	0.60											
family	1.77dz	0.63dz	0.25											
with eye bath	2.19dz	0.78dz	0.34											
masks	0.51dz	0.18dz	0.08											
single	1.36dz	—	0.17											
ointment	0.44dz	0.06dz	0.07											
baths	0.64dz	—	0.08											
lens cloth	9.20dz	—	1.15											
ocular syringe														
Ortho-Novin (922 Ortho)				D										
tablets 2mg Dialpak														
Panets (690 Keldon)				A										
tablets	50	2.70dz	—											
Papier Poudre (935 Papier) existing entry				I										
Papier Poudre (935 Papier)														
books	0.70dz	0.385dz	0.13											
pomanders No. 3	3.90dz	2.145dz	0.68											
No. 4	4.50dz	2.475dz	0.78											
sachets lavender	J	0.90dz	0.495dz											
	M	1.00dz	0.55dz											
	T	0.95dz	0.525dz											
	12	1.65dz	0.91dz											
pot pourri 5	0.90dz	0.495dz	0.16											
14; 15; 24	1.00dz	0.55dz	0.19											
4; 7; 8	1.70dz	0.935dz	0.33											
Penicillin-V-Lilly (413 Lilly)				D										
Pulvules 125mg 1000														
Raywarp (1033 Raywarp)														
bath hats														
Froth Cap	—	—	0.51											
hairnets														
B.11	—	—	0.03											
N.15	—	—	0.03											
N.1	—	—	0.03											
headliners														
8ouffant cap	—	—	0.35											
rainwear														
rain hood plain	—	—	0.30											
printed	—	—	0.40											
slumber nets														
Lullabye	—	—	0.06											
515	—	—	0.04											
R.6	—	—	0.06											
Remington (1044 R)				I										
toiletries														
after shave lotion	—	—	0.43											
powder stick	—	—	0.43											
pre-shave	—	—	0.43											
shaver saver	—	—	0.38											
Rimactane (262 Cl8A) T5				R										
capsules 150mg	100	15.27	—											
300mg	100	30.54	—											
Robinsons (1449 R & CFD)				C										
barley waters	25.5oz	1.33dz	0.29dz											
whole fruit drinks	25.5oz	1.215dz	0.265dz											
Rozalex (1480 Izal) existing entry				D										
Rozalex (1480 Izal)				I										
barrier cream No. 1														
tube perfumed	45g	1.75dz	0.72dz											
tin unperfumed	260g	1.90dz	0.52dz											
No. 8 tube perfumed	45g	1.75dz	0.72dz											
lanolin skin cream tube	45g	1.85dz	0.76dz											
Sanizal (1480 Izal)†				A										
disinfectant	0.99dz	—	0.11											
Seconal (413 Lilly)				D										
sodium tablets 100mg 5000														
Skels (1152 5K)				A										
diabetic chocolate	1.27	0.28	0.08½											
	(2dz)	(2dz)												
fruit flavours assorted	1.02dz	0.225dz	0.14											
instant jelly	0.79dz	—	0.09											
wafers	1.98	—	0.11											
	(2dz)													
Sketofax (208 8W) 17.5g														
Sulphamezathine (649 ICI) †s48														
ampoules 1g/3ml	25	2.10	—											
3g/9ml	10	—	—											
Tablax (208 8W)†				C										
tablets	25	0.08	0.03											
	100	0.20	0.07											
Tabloid (208 BW)				C										
aspirin 300mg	25	0.04	0.01											
	100	0.10	0.04											
cascara sagrada 125mg	25	0.04	0.01											
	100	0.10	0.04											
300mg	25	0.06	0.02											
	100	0.20	0.07											
phenacetin compound	25	0.06	0.02											
	100	0.14	0.05											
Tannafax (208 BW) 17.5g				C										
Thicken Hair (1412 Jackel)				•										
	2.70	1.485	0.18											
	(2½dz)	(2½dz)												
Tidman's (1235 Tidman)				A										
sea salt bath														
	1.64dz	0.60dz	0.23											
	2.65dz	0.97dz	0.37½											
	6.30dz	2.31dz	0.89											
	1.88	0.69	3.03½											
	3.36	1.23	5.33½											
	1.73dz	—	0.19											
	1.73dz	—	0.19											
table sea salt														
Mediterranean	1½lb	—	—											
Tigress (446 FI)				•										
Cologne spray	1785	0.48	0.265											
Tineafax (208 8W)				C										
ointment	25g	0.10	0.04											
Vaporolet (208 8W)				C										
aromatic ammonia	6	0.12	0.04											
Wella (1318 Wella)				I										
hair spray for greasy hair														
	148g	0.24	0.13											
Woodhue (446 FI)				•										
Cologne spray	1785	0.48	0.265											
Zal (1480 Izal)				A										
pine fresh dustbin powder														
	1½lb	1.48	—											
	(1½dz)		0.11											

## AMENDMENTS TO KEY TO SUPPLIERS

448 Farleys = Farley's Infant Food Ltd., Torr Lane, Plymouth. 0752 77621.

867 Movol = Movol Products Ltd., 1 Seafield Road, Lytham St. Annes, Lancs. Lytham 6310.

## Stop press

<b>Adcortyl</b> (1167 Squibb) T5 in <b>Orabase</b> dental paste	10g 5g	0.48 —	— —	0.72 —	● D A
<b>Analgin</b> (901 Norton)†DDI (distributors 1545 Vestric) tablets	100	0.40	—	—	A
<b>Asmal</b> (901 Norton) †sls4A (distributors 1545 Vestric) tablets	100 500	0.33 1.32	— —	— —	A
<b>Becosed</b> (901 Norton) †sls4A (distributors 1545 Vestric) elixir	500ml 2l	0.55 1.90	— —	— —	A
<b>Buto</b> (128 Biometica) hair remover	24g 51g	1.39dz 1.99dz	0.74dz 1.06dz	0.23 0.33	A
super with D.I.A.		3.41dz	1.82dz	0.55	
<b>Calsept</b> (901 Norton) (distributors 1545 Vestric)	500ml 2l	0.45 1.63	— —	— —	A
<b>Cerumol</b> (718 LAB) eardrops	11ml 55ml	0.15 0.32	— —	0.20 0.43	● D A
old formula		—	—	—	
<b>Falcodyl</b> (901 Norton) † (distributors 1545 Vestric)	500ml 2l	0.50 1.65	— —	— —	









*Alan aged 2*



*Alan aged 4*

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# COMMENT COMMENT COMMENT COMMENT COMMENT

## Action on Industrial Relations Bill

Moves by the Central NHS (Chemist Contractors) Committee reported this week (p 247) suggest that pharmacy's leaders are having "second thoughts" about the possible effects on the profession of the Government's Industrial Relations Bill, now passing through Parliament. Such activity at this late stage is undoubtedly the result of strenuous lobbying by the British Medical Association, which has seen in the Bill an end to its negotiating role.

In essence, the Bill offers registration to "organisations of workers," which then become defined as "trade unions." Only a registered "trade union" could organise "industrial action" without running the risk of civil or criminal liability. Since the BMA is a limited liability company—and as such is barred from registration—it would be unable to call on its members to take industrial action of the kind undertaken last year, namely refusal to sign sickness certificates.

The BMA has been successful in its fight, and has secured from the Government an undertaking to bring in an amendment at the Bill's report stage, to allow registration of professional associations that are either chartered bodies or registered companies. The wording of the amendment has yet to be revealed, but there is the obvious possibility that the Pharmaceutical Society of Great Britain could become eligible for registration under its provisions, with the attendant right to claim to be the negotiating body for its members under certain circumstances—always remembering the restraints resulting from the Society's Charter.

Although the Central NHS Committee has not seen fit to announce "the point of principle" it seeks to clarify with the Society, it will undoubtedly want to know the Society's intentions should the amendment open a new door to it.

### Negotiating rights

Also disturbing the BMA are the principles in the Bill of the "agency shop agreement" and the "sole bargaining agent." The combined effect of these two provisions is that a trade union, or a panel of them, can apply to act as the sole negotiator in respect of all workers in a "bargaining unit." Although this can only be applied following a ballot of all the affected workers, the BMA is concerned lest the medical profession loses control of negotiations on the conditions and pay of doctors employed as minorities in teaching or research establishments. And it has cause to worry, because the Association of Scientific, Technical and Managerial Staffs has already come close to achieving "sole bargaining agent" rights on behalf of all MRC non-clinical scientific and technical staffs. The BMA is seeking to have included in the Bill a clause securing separate representation in bargaining units for such minority groups of doctors.

This situation may be seen as having a parallel in the retail pharmacy, where the pharmacist is in a minority, yet may himself be an "employee." A trade union to which the assistants belong—and all must have the free-

dom to join one—could apply for sole bargaining rights, and the pharmacist might well be covered by the agreement against his will.

It is by no means certain that the effect of the Bill would be as suggested in practice, because of the powers given to the Industrial Court acting as arbiter in disputes. But the medical profession has deemed it prudent to try to obtain specific exclusion from the general provisions, and pharmacy should follow the example if its legal advisers agree with their reading of the Bill.

This is a role that falls on the Pharmaceutical Society alone, for it is employees' interests that need safeguarding—and they have no worthwhile champion. Time is short. The membership should be given early and clear guidance on the nature of the support it can give the central organisation. They were quick to respond to lobbying appeals before, and would do so again.

## A reasonable request

The continuation of the postal strike is creating many problems, but so far we have not heard of any patients being "at serious risk" because of delays in providing medicines. This is due largely to the stocks carried by pharmacies and wholesalers.

A detailed investigation of the Post Office workers' strike is not a subject for us to deal with. Nevertheless, it is evident that if the Government wished to end the strike it could quickly intervene, insist on the Trade Union demands being met and take steps to ensure that the Post Office accounts are balanced in some other way—doubtless by increasing charges.

We are not suggesting that the Government should take such action. At the same time, we do not recommend that it should continue its present *laissez faire* approach. We are primarily concerned with the serious effect on pharmacy, and we are merely emphasising that the strike is now in many ways the Government's responsibility.

That being so, we suggest that the Central NHS (Chemist Contractors) Committee is eminently right in pressing the Department of Health for the discontinuation of discounting of prescription net ingredient costs for the duration of the postal strike and for two weeks after the dispute has ended.

The Committee has been considering complaints from the contractors that the postal strike has prevented them obtaining "ethical" preparations direct from manufacturers who allow discount or direct buying. The Chemist Contractors Committee, having discussed the reports before them, have approached the Department of Health. We believe that the Government's position in this matter is such that the Department of Health cannot resist this claim by the Contractors and should quickly agree with the Committee's demands.

It seems to us that the request for the period to extend for only two weeks after the postal strike ends is an extremely reasonable one. We fear that it could take much longer than two weeks for the postal services to achieve a "reasonable normality."



# APOTHECARY TO PHARMACIST GIBRALTAR

By T. D. WHITTET, Hon DSc, BSc,  
PhD, FPS, FRIC, DBA

Gibraltar is a massive rocky fortress on the Northern side of the Straits of Gibraltar and connected with the Spanish mainland by a spit of sand 1½ miles long. It has been a British Colony since 1713.

Pharmacy in Gibraltar came under Arabic, Spanish and British influences. Very little is known of the Arabic period as, unfortunately, no records remain.

During the Spanish period it appears that medical treatment was in the hands of nuns and monks. For example, the White Friars Monastery was erected in 1587 as a hospital but later became the Admiral's residence. The Monastery of San Juan de Dios was built by Juan Mateos, a wealthy Spanish merchant, about the middle of the 16th century. In 1730 it became a storehouse and later a barracks, then the Seamen's Hospital. In 1816 Lieutenant Governor Sir George Don had it converted into the colony's first civil hospital. It was later called the Colonial Hospital and in 1962/3 the St Bernard's Hospital. Another hospital and hermitage stood in the great square called "La Misericordia" and is probably now the building known as Connaught House.

Two pharmacies remain on the sites they

have occupied since 1828 and 1861, respectively. Roberts' Pharmacy was established at 275 Main Street in 1828 and until 1969 had the same name but had no connections with the original Dr Roberts or his son Mr W. F. Roberts. It became the Central Pharmacy in 1969.

In 1861 Mr B. Bossano established the British Pharmacy which was bought by Mr W. Guillem in 1885 and on his death it was taken over by his son of the same name. In 1951 the latter sold the business to his brothers Ernest and James Guillem. Its name was then changed to its present one of the Medical Hall. Mr W. J. Guillem, nephew of the owners, is currently employed in the pharmacy.

Both these pharmacies, in 1900, as well as dispensing prescriptions, sold proprietaries, drugs, mineral waters, herbs and toiletries. Galenicals, plasters and other preparations were made on the premises; first aid was undertaken and doctors' surgeries were attached to the premises. This is similar to the position in Cyprus where many pharmacies have a doctor's room.

Benady's Bros, established in 1863, was not originally a pharmacy but sold biscuits, herbs, dietetic products and mineral waters as well as canned products. The business moved to another site under the control of the same family and developed into a pharmacy.

J. Lyons, Wholesale and Retail Chemist and Druggist, was founded in 1882 and became the Bristol Pharmacy in 1902. It sold proprietaries, nursery requisites, surgical appliances and toiletries as well as dispensing prescriptions. It has now completely disappeared.

J. Garibaldi, Pharmaceutical Chemist, was opened in 1848 by Joaquin Garibaldi, who was said to hold the chemist and druggist qualification of The Pharmaceutical Society of Great Britain. He does not appear among the original members in 1841. As well as selling the usual goods carried by a pharmacy it also sold photographic materials.

J. Pratt, established in 1898 by a chemist and druggist of that name, was also a dental surgery.

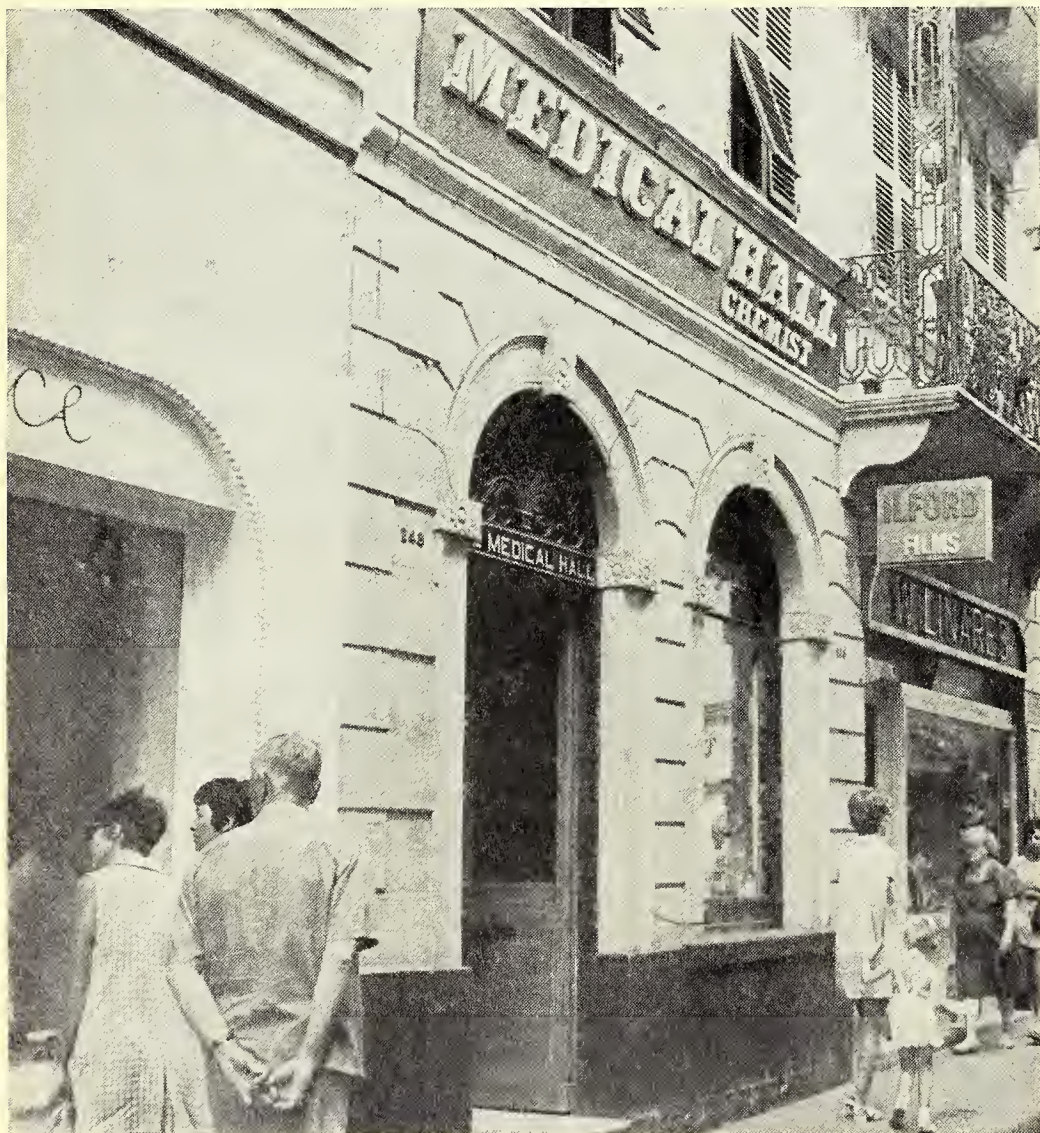
## Spanish influence

During the Spanish period, presumably, the Spanish titles "botica" for the pharmacy and "boticario" for the pharmacist were used, as it was after the date of the British occupation that these titles were replaced in Spain by "farmacia" and "farmaceutico."

For about 100 years after the British conquest of Gibraltar the fortress was controlled by army personnel and there was little, if any, civilian population. Presumably numerous army apothecaries served there. Later, around 1860, the civilian population consisted of Maltese, Genoese, Spanish and British. As relations with Spain were good, customs were mixed but predominantly Spanish. Those selling drugs—mainly of vegetable origin; their extracts in various forms, prepared in the shop, and some spices—were called "boticarios." Such a person received his training by spending several years in a shop as a "mancebo" (helper). This is presumably another reason why the title was not changed to "farmaceutico" as in Spain, since by then the Spanish "farmaceutico" had to be a graduate of a University.

In 1899 the first Pharmacy and Poisons Act in Gibraltar registered all those already practising as dispensers and allowed them to sell drugs and poisons. Also anyone wishing to become a dispenser had to pass an examination set by a pharmaceutical board. Officially there has been no change from the title since, although, unofficially, such persons have been called "pharmacist," "chemist," "farmaceutico" and "boticario." The pharmaceutical board recently proposed that all dispensers on the Register should be called pharmacists and that, apart from students then in training, all would have to qualify in Great Britain. Unfortunately, the Board has gone back on that decision.

I acknowledge with thanks much valuable information from Mr W. J. Guillem, MPS of 28, John Mackintosh Square, Gibraltar, who also supplied the photograph of the Medical Hall.



The Medical Hall, Gibraltar



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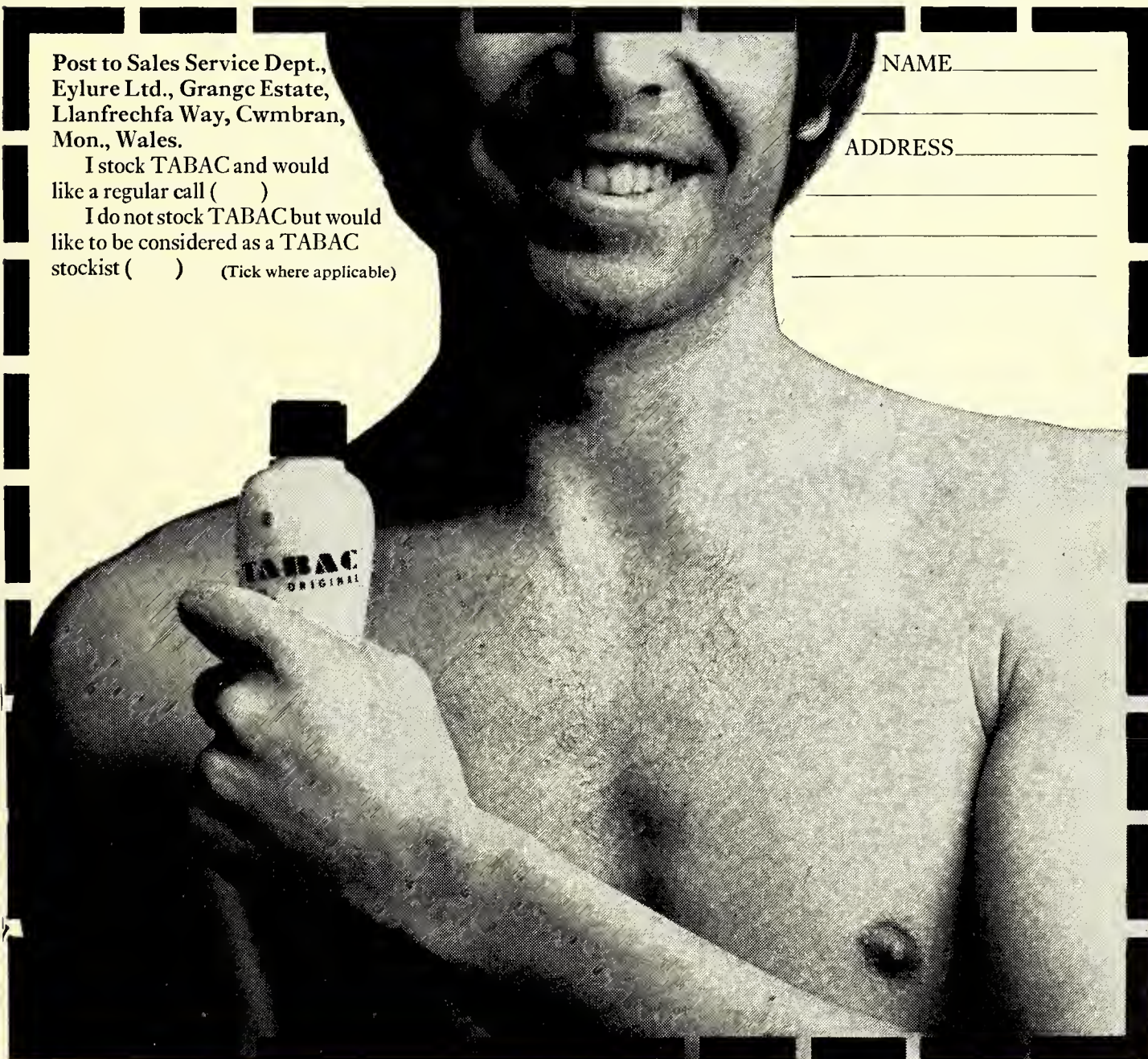
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# PROFESSIONAL NEWS

Pharmaceutical Society  
of Great Britain

## President warns on pharmacy closures

The profession needed the help of the government to ensure the public had a comprehensive pharmaceutical service, but the help had not been forthcoming, said Mr W. M. Darling, president of the Pharmaceutical Society, speaking at Bristol on February 24.

Month by month, more and more areas were being deprived of their only pharmacy. Last year 563 pharmacies closed their doors for the last time and only 193 new pharmacies opened. "A net loss of 370 custodians of the nation's health."

With the advent of health centres and purpose-built group practice premises, the problem assumed new dimensions. In the immediate future over 300 new health centres would become operational. "At one and the same time a vast number of pharmacies, a number that could exceed 1,500, will feel the draught of economic insecurity. Their foundations, the basis of their economic viability, the prescriptions which they previously dispensed from the nearby surgeries of, say, two, three or four doctors, will disappear.

"They will disappear because the doctors have moved to another part of the town or city — moved to practise with other doctors from the new health centre. Without these prescriptions, let there be no doubt, let there be no misunderstanding, many of these pharmacies will close unless there is remedial action."

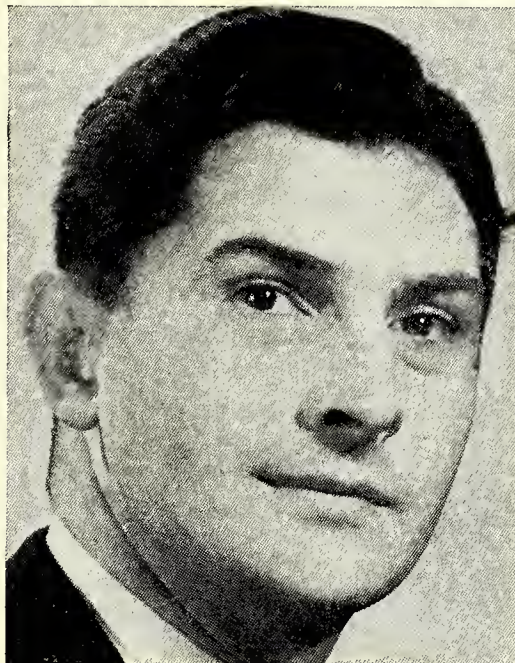
### The tragedy

But the real tragedy of the matter was that only *after* the event did the community realise its loss, and the disappearance of a long-established public service became the matter for the correspondence columns of local and national newspapers and the rightful concern of members of Parliament. "Closures must not be allowed to happen. Action now is vital before it is too late and the position becomes irretrievable."

A specialist Committee set up by the Society's Council was putting the finishing touches to a document setting out a scheme designed to ensure that the residential communities would continue to be served by pharmacies; a cornerstone of this scheme was that in the majority of cases, the pharmaceutical service, either in or very close to the health centre, should be provided by a consortium of the proprietors of those pharmacies affected by the movement of doctors to the health centre.

The income derived from that central pharmacy would act as an economic buffer, enabling the majority of those pharmacists affected to continue to provide their comprehensive service in the communities. After consultation within the profession, the document should be on the Secretary of State's desk within the next three to four months.

Mr Darling said "I urge him to appre-



Mr W. M. Darling

ciate the severity of the impending situation and to give the document, the problem, immediate attention and thereby ensure, by recommending the necessary legislation, that my profession can continue to provide for as many members of the community as possible, a service essential to their wellbeing."

Referring to the sale of medicines Mr Darling said that the unique education which a pharmacist received must be harnessed to protect the public from the medicines they took, in particular, from the medicines they purchased for self-medication.

The pharmacist and his trained staff were the barrier which protected the patient. Today, the patient was denied that entitlement by legislation, legislation which permitted the unqualified trader to supply a wide range of medicinal products to the public. The Medicines Act held out little promise of the major reform that was required. Indeed, the provision for a General Sales List of medicines which were to be sold without any qualified supervision was likely to perpetuate a situation which was contrary to public interest. Customers of shops which "dabble" in General Sales List products would be able to indulge to their hearts' content in self-diagnosis and self-medication without any access to any informed advice at all. That was a prospect of permissiveness in medicines which all must abhor. It was a justification for the General Sale List to be small.

Another fundamental reason why the

General Sale List should be as small as possible, was the more responsible attitude to medicines it would inculcate in the minds of the public.

If it was realised by the public that even commonly used preparations had to be purchased from a pharmacy, it would breed a greater respect for medicines in general and give the public a greater awareness of the inherent dangers in substances that all too often they treated lightly.

Mr Darling then referred to the increased prescription charge: "I am convinced that this will further deter members of the public from seeking early medical advice and from receiving necessary treatment."

He shuddered to think of the consequences of a cost-related scheme. "As far as pharmacy is concerned, such a scheme is unworkable. In practical terms, it will require the extra operation of pricing a prescription at the busiest time of the day, at the time when the patient is waiting for the medicine. As the important medicines could well be the most expensive. I am convinced that in certain instances doctors will prescribe for certain patients their 'second' or 'third' choice of medication treatment for the one reason: that they are conscious of the patient's economic circumstances." The cost to the Exchequer of administering such a scheme would most certainly be enormous.

Any increases in Health Service charges created for a certain section of the community a serious financial problem: one which could not be easily resolved.

Those people must not be prevented from availing themselves of the advantages of a "Health Service once the envy of the world, but which was now most certainly creaking at its joints."

## LETTERS

### In appreciation

Many thanks for the *Chemist & Druggist* new quarterly and first decimalised price list, and for the two issues of the magazine to hand today per favour of Thomas McMullans delivery service.

Impromptu stop-gap measures by the C&D and many others may eventually mean alternative carriers in competition with the Post Office.

We were very glad indeed for the much needed decimal list, and congratulations for the initiative shown.

Incidentally, the same firm, Thomas McMullan, one of the Sanger Group, also distributed last month and this month Health Service Board cheques and collected prescriptions for the Pricing Bureau.

Good show all round.

K. H. Smiley  
Bangor, NI



# suddenly, you have to treat him as an adult...



## NEW - SEPTRIN ADULT SUSPENSION

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**Septtrin in Bronchitis and UTI**



# A further appraisal of fenfluramine

The use of fenfluramine in the treatment of diabetes, hypertension and some types of drug dependence, were topics discussed at a seminar in Nassau from February 22-26. The drug's effectiveness in treating obesity has been confirmed.

Investigating its use in the diabetic patient in conjunction with a diet, J. R. W. Dykes, of the school of medicine, Leeds, has demonstrated an improvement in glucose tolerance and a decrease in insulin secretion in obese diabetics who are initially high insulin secretors. This may prove useful in the control of maturity onset diabetics.

Professor W. P. U. Jackson has conducted trials in a diabetic clinic on the management of refractory obesity. He has found that large doses of fenfluramine result in a small weight loss. However, the drug has an added property, it can be satisfactorily substituted for a diguanide hypoglycaemic in some patients.

In a comprehensive study of the metabolic effects of this amphetamine derivative, J. R. Turtle and J. A. Burgess of the Royal Prince Alfred Hospital and the University of Sydney, Australia, have investigated fenfluramine's hypoglycaemic properties. They conclude that it may be of value in the management of diabetics who achieve marginal control with diet alone or diet plus a sulphonylurea.

The intrinsic hypotensive properties of fenfluramine have already been established. C. M. Lewis of the South African Medical Research Council has studied acute effects on the cardiovascular system in man. His experiments have shown a significant rise in cardiac output, associated with a diminished peripheral vascular resistance, a reduction in coronary vascular resistance and a rise in myocardial oxygen consumption.

He concludes that in some respects the drug's effect resembles isoprenaline's sympathomimetic action.

## Obesity with hypertension

The use of fenfluramine in obese patients on anti-hypertensive therapy is examined in a paper by F. O. Simpson and H. J. Waal-Manning of the University of Otago medical school, New Zealand. They propose that considerable weight loss can be achieved and note that fenfluramine has a separate anti-hypertensive action.

This was shown in long-term studies not to be interfered with by the simultaneous administration of diuretics, reserpine, methyl dopa and guanethidine, but was affected by debrisoquine.

The analogue S992 (N-(2-benzoyloxy)-nor-fenfluramine) has already shown promise with its lower toxicity and greater lipid solubility. G. L. S. Pawan, working at the Middlesex Hospital, London, has conducted human trials and has shown, with blood plasma measurements, an elevation in "ketones" and a reduction in cholesterol levels. The main side effect reported by volunteers was sleepiness.

Another comparative study by the same author indicates the smaller weight reducing properties of S992.

Returning to fenfluramine, several workers suggest its use in combating various forms of dependence. The alcoholic, excessive smoker and amphetamine dependant may derive considerable benefit from therapy which appears to reduce craving.

The question of fenfluramine itself causing dependence was discussed by I. Oswald *et al.* They report that dependence occurs when it is taken for a period of weeks. However, the absence of abuse is attributed to the lack of pleasant side effects when it is first taken, and to the delay in the appearance of unpleasant withdrawal symptoms, so that the patient is less likely to link this with the cessation of treatment and to resume taking the drug.

An indication for the future is given in the work of D. B. Campbell on Ponderax retard capsules. He has compared plasma and urine levels of fenfluramine and its metabolite achieved with a daily prolonged release capsule and a divided dosage regimen of sugar coated tablets.

## New rules for NI Council election

The Council of the Pharmaceutical Society of Northern Ireland, at its meeting in Belfast on January 21 adopted suggestions from the Law Committee for a number of changes in the procedure for Council elections.

The Society's auditors will be asked to receive voting papers at future elections and to furnish a report on the number of votes cast for each candidate. In future nomination papers of new candidates and the notice of a retiring member's intention to stand for re-election should be lodged with the secretary at least 28 days before the first Monday in October and voting papers will be accepted up to 12 noon on the day of the annual meeting which will be held on the last Thursday in September of each year. The form of the voting paper is also to be revised.

It was felt that no amendment of the Statement upon Matters of Professional Conduct was necessary in response to the Monopolies Commission recommendation that the professions themselves should examine their practices guidance and amend or abolish them as necessary.

The president (Mr J. Paul) said that a meeting of representatives of the Council of the Northern Ireland Branch of the Guild of Public Pharmacists had discussed the Noel Hall report, liaison between the Council and the branch and the provision of refresher courses for hospital pharmacists. It had been suggested that a liaison committee composed of three Council representatives, five branch representatives and one representative from the hospital subcommittee of the Associates Section be set up. The suggestion was approved by the Council and the Education Committee was also asked to discuss

the possibility of providing suitable refresher courses.

An application from Martha Sheila Irvine (*née* Kerr), Box 11270, Johannesburg, South Africa, for the restoration of her name to the Register of Pharmaceutical Chemists for Northern Ireland was granted. A letter from the Ministry of Home Affairs enclosed copies of the Drugs (Prevention of Misuse) Act 1964 Modification Order 1970 (SI 1970 No 1796) together with a list of products now controlled by the Act. It was agreed to send to each member of the Society a copy of the amended Schedule to the Act together with the list of proprietary preparations controlled.

Receipt was reported of a copy of the Weights and Measures (Equivalents for dealing with drugs) Regulations (Northern Ireland) 1970 (SR & ONI No 346) which came into operation on January 1.

Correspondence from the Medicines Commission about the general sale and prescription only lists of human and veterinary medicines was referred to the Law Committee. It was agreed to ask the Ministry of Health and Social Services to receive a deputation from the Council to discuss the case of a member of the Society who had discovered that dispensing doctors would shortly be practising at a health centre some 200 yards from his pharmacy. Inquiries he had made indicated that the doctors would continue to dispense for their patients at the health centre.

The treasurer, Mr J. C. Wellwood, presented the income and expenditure account and balance sheet of the Northern Ireland Chemists' Benevolent Fund for the year ended December 31, 1970. Expenditure at £831 exceeded income by £116 8s 7d. The appeal issued by the president in September, 1970, had been for the Northern Ireland Chemists' Emergency Fund and the consequent loss in income to the Benevolent Fund had been responsible for the deficit. Total assets amounting to £10,490 15s 8d consisted of investments £10,233 3s and cash in bank £257 12s 8d.

Apologies for absence were received from Dr R. G. R. Bacon, Professor O. L. Wade and Messrs B. Flatley and J. Gordon.

## BOOKS

### Publications received

**Antibiotics in Clinical Practice.** Hillas Smith. *Pitman Medical Publishing Co Ltd*, 46 Charlotte Street, London W1. 9 x 6 in. Pp 346. Published at £1.50.

**Drugs with Possible Ocular Side-Effects.** Hugh Green and John Spencer. *Barrie and Rockliff*, 2 Clement's Inn, London WC2. 8½ x 5½ in. Pp 213. £4.20.

**The Biochemistry of Viruses.** Hilton B. Levy. *Marcel Dekker Ltd*, 14 Craufurd Rise, Maidenhead, Berks. 9 x 6 in. Pp 657. £13.60.

**The Pharmacological and Epidemiological Aspects of Adolescent Drug Dependence.** Edited by C. W. M. Wilson. *Pergamon Press Ltd*, Headington Hill Hall, Oxford. 9 x 6 in. Pp xviii + 515. £9.



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# OPEN SHOP

by E. C. Tenner

## Conference comments

The Contractors Conference has come and gone, but the decisions taken will be with us for some time — although one heartening feature was that new negotiations will be opened soon.

At least we avoided a three-year package deal. The most honest remark of the conference was made by Mr Ross when he said that neither he nor Mr David "was particularly proud of this offer." Indeed Mr Ross, perhaps because of his honesty, was one of the outstanding speakers of the day. He must have done a lot to repair the feeling that has been fostered for some time now: that the Boots organisation was not on the same side as private pharmacy.

He certainly impressed me in a way that his predecessor never did, and must have had a considerable influence on the uncommitted delegates who were present, with a completely factual and unemotional speech.

### Count your sixpenny blessings

Some time ago, in this column, I advised Messrs Worby and Evens, to present their case in a more moderate way. I would not seek to take credit, of course, but the change was noticeable, and their comments this year were, I thought, the more effective for not being couched in such extravagant language; their arguments the more telling for not being presented in the form of personalised attacks upon the platform.

The really interesting part was the closeness of the vote on a show of hands, and the large majority when it was decided that a count was necessary. One can only conclude that while, for some, it is fun to vote against the establishment, it ceases to be a joke when a much needed rise is seen to be at obvious risk. It is, of course, very much easier to count one's sixpences with one's hand in one's pocket, than with one's hand in the air.

### Here starteth the lesson

The argument put forward by Mr Kerr that postponing acceptance might get us caught up in a wage freeze, is not so improbable as perhaps it sounds. Indeed the speaker, had he analysed the settlement offered a little more deeply, might have argued that it does represent, what, at this moment, the Government would accept as a reasonable increase, that of 8 per cent, in the context of other wage settlements in the public sector.

But if the Government's incomes policy — that of forcing lower settlements in each successive claim in the public sector — works, then in a few months' time, the figure of 6 per cent might become a reasonable norm. The danger, then, is not so much of getting involved in a possible freeze, but of being caught up in a reduction in settlement levels being

operated now. This involves acceptance of the fact that Sir Keith's offer had little to do with the figures produced, but had a great deal to do with the general economic and political criteria of the Government at this point in time.

It may well be to our advantage to realise that the figures were only window dressing, and that in future we should argue a much broader approach to the subject. At least then we can get rid of the sham of negotiating upon figures that bear no relation to the realities of the times in which we live. The lesson of the sixpence may be worth much more in the future if we learn from it now!

### Logical tail piece

The main debate of the afternoon ended with a Mr Gordon, in the most highly charged emotional speech of the afternoon, asking, indeed praying, that the delegates be not swayed by emotion! Perhaps the platform should take a lesson from this apparent illogicality, and put over their case with at least enough zest to give one the impression that they themselves believe in it!

## PROFIT FROM YOUR INVOICES

by D. N. Sharpe MPS

The paperwork that attends the deliveries you receive can be an invaluable source of information. How you can profit from it, and how well the supplier serves his own interests and the retailer's in the presentation of his invoices and statements, is worth examination.

Too many chemists buy and sell articles, without having any idea of their profit margins. It is essential that the retailer should be able, with the minimum of effort, to assimilate adequate information from the documents provided by wholesalers and manufacturers.

For, ultimately, the success of the suppliers depends on the success of the people whom they supply and, in an increasingly competitive world, those who succeed will be those who are best informed.

What information do the retailers require and how should it be presented?

An obvious requirement for all such documents is that they should clearly show the name, address and telephone number of the supplier. Despite this, one of the major wholesaling groups in the country uses the same stationery for every one of its branches, without detailing an exact address and without any telephone numbers at all. Surely the cost of providing

individual stationery for each branch cannot be prohibitive.

The first documents involved in the receipt of goods — delivery notes — should have items clearly listed, and, where any of those ordered cannot be supplied, a definite indication of their future availability should be given.

The invoice, following the delivery note, should list the goods actually dispatched, together with their prices. The invoice is checked against the delivery note to ensure correct charging. This task is simplified if the two documents are carbon copies. Some of the major wholesalers are the biggest offenders in this respect, because they have forsaken carbon copies in favour of an invoicing system with a "plate" for each item, which should eliminate errors in prices and extensions.

However, the machine operator can misread the delivery note and use the wrong "plate", to give the correct price for a product not supplied. Macarthy's Ltd have managed to overcome that problem by making the invoice "double" as a delivery note and by sending it with the goods, an example to be followed.

To facilitate the solving of queries, the date, plus account and invoice numbers, must be clearly shown, and ideally a specific telephone extension should be given, to reduce the considerable time wasted in finding the correct department. Finally, the most important piece of information on the invoice is the cost price *per unit*.

It must be realised that the majority of over-the-counter sales are unit transactions. Consequently, a price of £2.596 for 36 is hardly conducive to business efficiency. With the sophisticated machinery now in use, it should be possible to indicate on an invoice the cost price per unit. With the increasing usage of recommended retail prices, it would also be advisable to indicate the profit margin on return.

Most manufacturers seem reluctant to state that figure. Do they feel the retailer is not interested, or do they fear that the retailer's interest in the product may be in proportion to the margin?

A statement should list the invoices of the month, in order, total them and add that total to the balance outstanding (if any).

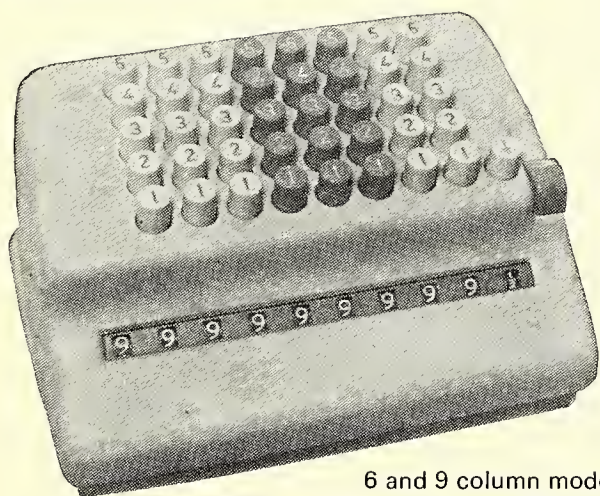
The variation in the physical size of documents that present the information is enormous. There must be a happy medium somewhere between ICI's 4 x 6½ in and NPU Marketing's 14 x 11 in, providing statements which could be filed tidily. Macarthy's must again be singled out for praise, since their statement appears to fulfill every requirement. It shows the amount outstanding for previous months, together with any payment credited during the months, the date, number and amount of each invoice, the total spent during the current month and finally a tear-off remittance advice with sufficient space for itemising any queries.

It is in the interests of both the pharmacist and the supplier that unproductive and unnecessary paperwork should be cut to a minimum, so that a maximum amount of time can be devoted to furthering the business position of both.



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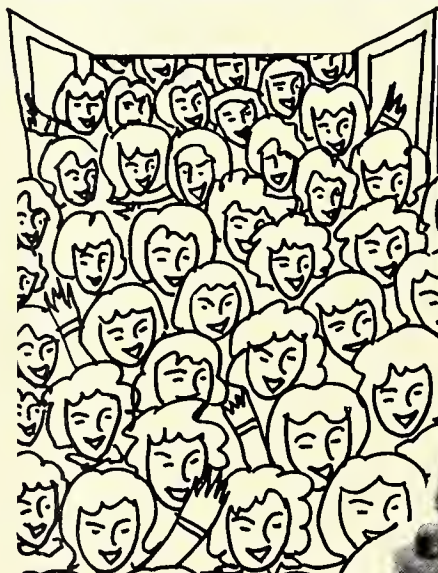


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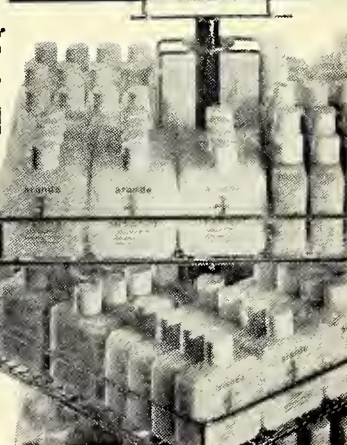


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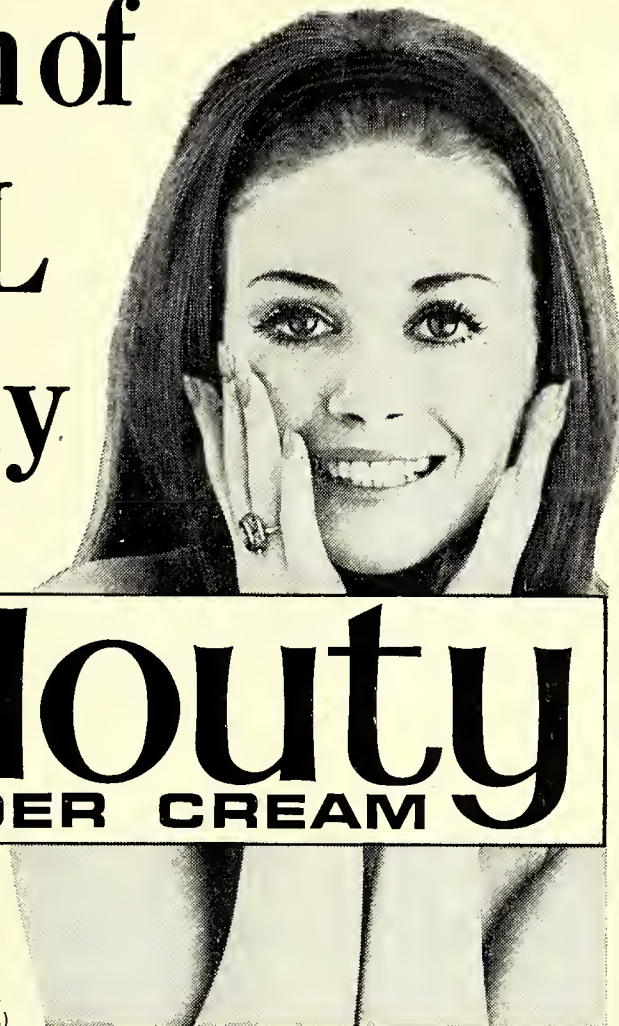


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" " (with Eye Bath) .. ..	5/0d £0·25	2 doz.	£1·77	£0·63
" Large (300 ml) .. ..	6/10d £0·34	1 doz.	£2·41	£0·86
" Family (800 ml) .. ..	12/0d £0·60	¼ doz.	£4·26	£1·52
" Eye Mask (Singles) .. ..	1/7d £0·08	2 doz.	£0·51	£0·18
" " " (Ctns) .. ..	6/10d £0·34	½ doz.	£2·19	£0·78
" Ocular Syringe .. ..	23/0d £1·15	1 Unit	£9·20	—
" Eye Ointment .. ..	3/5d £0·17	1 doz.	£1·36	—
" Eye Baths .. ..	1/5d £0·07	1 doz.	£0·44	£0·06
" Lens Cloth .. ..	1/7d £0·08	1 doz.	£0·64	—
Optone Eye Drops Small.. ..	5/0d £0·25	1 doz.	£1·77	£0·63
" " " Large.. ..	6/5d £0·32	1 doz.	£2·27	£0·81
Panets 50's .. ..	6/0d £0·30	½ doz.	£2·70	—
Famel Small (114 ml) .. ..	4/7d £0·23	3 doz.	£1·63	£0·58
" Large (228 ml) .. ..	7/0d £0·35	1 doz.	£2·48	£0·89
" Family (570) .. ..	12/0d £0·60	¼ doz.	£4·26	£1·52
" Children's Linctus (100 ml)	4/3d £0·21	2 doz.	£1·89	—
" Inhaler .. ..	3/5d £0·17	2 doz.	£1·21	£0·43

All Pharmaceutical products are subject to resale price maintenance.



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# MARKET NEWS

## Higher iodide prices announced

London, March 2: Makers of iodides have announced higher prices for potassium and sodium iodides and also for resublimed iodine. It will be recalled that early in February Chile raised their prices for crude iodine and Japan followed later. For the time being iodoform can still be bought at the old rate. Ichthammol supplies are getting short and when present stocks are cleared it is expected that replacements will cost more since origins are already asking more than previously. Among crude drugs Mombasa chillies were cleared and stocks from other sources were sharply advanced. Among other items which were marked up were gentian root, white squill, Brazilian menthol and Canadian senega. Lower were belladonna herb, Mexican jalap, turmeric and Canada balsam.

The forward rate for Brazilian peppermint oil rose to a point just below the spot value while the Chinese variety at £2.40 kg on the spot eased slightly.

### Pharmaceutical chemicals

**Ammonium bicarbonate:** £55 metric ton delivered; carbonate lump and powder £88.20.

**Ammonium chloride:** £190 per metric ton.

**Aspirin:** Per metric ton, in 10-ton lots £525; 5-tons £530; 1-ton £540.

**Bismuth salts:** per kg.

Quantity (kg)	under 50	50	250
	£	£	£
Carbonate	6.95	6.75	6.70
Salicylate	5.50	5.30	—
Subgallate	5.70	5.50	—
Subnitrate	6.20	6.00	5.95

**Glucose:** (Per metric ton in 10-ton lots), monohydrate powder £83.70; anhydrous £156. Liquid 3° Baumé £69 (5-drum lots).

**Glycerin:** BP spot lots, 5,000-kg £211.60 per metric ton; 1,000-kg £214.55; 250-kg £220.45 kg; under 250 kg. £250 kg.

**Ichthammol:** 1000-kg lots £0.40 kg; 10-kg £0.51 kg.

**Iodides:** Potassium £2.03 kg for 50-kg lots; £2.01 50-kg; sodium £2.58 kg (50-kg).

**Iodine:** Chilean crude £2.08½ per kg resublimed 2.72 in 50-kilo lots.

**Iodoform:** Powder £4.06 kg.

**Magnesium carbonate:** (metric ton) heavy £185; light £715 nominal.

**Magnesium hydroxide:** BPC, £541.66½ metric ton, nominal.

**Magnesium oxide:** BP (per metric ton): light £41.66½ nominal; heavy £890.

**Magnesium peroxide:** (15 per cent) £21.93½ cwt.

**Magnesium sulphate:** BP from £32 to £38 metric ton as to crystals; exsiccated £75-£80 ton, ex works.

**Magnesium trisilicate:** £441 metric ton.

**Salicylamide:** Per metric ton in 5-ton lots £700; 1-ton £710; ½-ton £720.

**Sodium chloride:** Vacuum dried £7.40 per long ton paper sacks for 6-ton lots, ex works.

### Crude Drugs

**Aconite:** *Napellus* £0.57½ lb spot; £0.56, cif. **Agar:** (lb) Kobe No. 1 £0.92½, cif; European from £0.70.

**Aloes:** (cwt) Cape primes £13; £12.10, cif. Curacao spot, £39; £37.50, cif.

**Balsams:** (lb) **Canada:** £1.75 spot; £1.72½, cif. **Copaiba:** BPC £0.60; Para soluble £0.40. **Peru:** £0.95; £0.90, cif for shipment. **Tolu:** BP £0.70.

**Belladonna:** Leaves £0.16 lb spot, £0.15, cif; herb £0.10 spot, £0.09, cif; root £0.09, spot; £0.08½, cif.

**Benzoin:** Spot £38 to £48 per cwt as to quality.

**Buchu:** rounds £1.65 lb spot.

**Camphor:** BP powder £1.75 kg spot; £1.35, cif.

**Cardamoms:** Alleppy greens No. 1, £1.10 lb, cif. Tanzanian £1.40, cif. Prime seeds £1.60, cif.

**Cascara:** spot £19 cwt; £18.25, cif.

**Cassia:** *Lignia* broken £414 long ton, cif, Whole £425.

**Cherry bark:** spot £0.16½ lb; £0.16, cif.

**Chillies:** (cwt) Mombasa spot cleared; Zanzibar £350, cif, long ton.

**Cinnamon:** Seychelles bark £250 long ton spot; £210, cif. Ceylon quills four O's £890 long ton.

**Cloves:** Zanzibar £0.79½ lb, cif.

**Cocillana:** Spot £0.35 lb.

**Cochineal:** Tenerife black-brilliant £6 kg spot. Peruvian silver grey £4.65.

**Colocynth pulp:** Spot £0.30 lb.

**Dandelion:** Root £0.25 lb spot.

**Ergot:** Nominal.

**Gentian:** Root £450 per metric ton spot; £440, cif. **Ginger:** (long ton) Cochin £345, cif. Jamaican No. 3 £900, cif. Nigerian peeled £350 spot; £290, cif; split £190; £180, cif.

**Gums:** (Per cwt) **Acacia:** Kordofan cleaned sorts £14.50 spot; £13.75, cif. **Karaya:** No. 2 faq £23 spot; £22, cif. **Tragacanth:** No. 1 spot £300, No. 2 £275.

**Honey:** (Per cwt ex store). Australian light amber £8.62½, medium amber £8.12½, Canadian £11, Mexican £10.75, Chinese £8.12½.

**Hydrastis:** £1.42½ lb spot; £1.40, cif.

**Hyoscyamus:** *Niger*, spot nominal.

**Ipecacuanha:** Matto Grosso £3.40 lb spot, £3.30, cif. Costa Rican, spot £3.40, £3.25, cif.

**Jalap:** Mexican 15%, resin £0.50 spot; £0.42, cif. **Kola nuts:** African halves £0.04 lb. spot.

**Lemon peel:** Spot £0.13½ lb; £0.13, cif.

**Liquorice root:** Stocks exhausted; no shipment offers.

**Lobelia:** (lb) Dutch, £0.25 spot; £0.22½, cif. American £0.40, cif.

**Lycopodium:** Indian £2.50 lb spot; £2.10, cif. **Mace:** Grenada unassorted £0.35 lb, cif.

**Menthol:** (kg) Chinese spot £6.78; shipment £6.72, cif. Brazilian spot £5.25; £5.10, kg, cif.

**Mercury:** Spot £212 per flask of 78 lb.

**Nutmegs:** (Per lb, cif) East Indian 80's £0.24; 110's £0.21½; bwp £0.16½.

**Nux vomica:** (cif) Ceylon £4 cwt; Saigon £7.75. **Pepper:** (long ton) Sarawak white £445 spot; £422.50 cif; black £425; £400, cif.

**Pimento:** Spot £800 ton, fob.

**Podophyllum:** Nominal on spot; £16.25 cwt, cif.

**Quillaia:** £325 metric ton spot; £285, cif.

**Rhubarb:** From £0.30 to £1.50 lb.

**Saffron:** Mancha superior £58 kg.

**Sarsaparilla:** Spot £0.29 lb.

**Seeds:** (long ton) **Anise:** China star £165. Spanish green £12.37½. **Caraway:** £280, cif. **Celery:** Indian £380 spot; £240, cif. **Coriander:** Rumanian £82 metric ton, cif; Moroccan £87 spot; £82, cif. **Cumin:** Syrian £265 spot; £280, cif. **Dill:** £140, cif. **Fennel:** Chinese for shipment £105, cif. (metric ton). **Fenugreek:** Moroccan £60.50, cif. **Mustard:** £3.66 spot as to quality.

**Senna:** (lb) Tinnevely No. 3 faq leaves £0.08; pods, hand-picked £0.11½; manufacturing £0.08½; Alexandria h/p cleared; manufacturing £0.17½-£0.19.

**Senega:** Canadian spot £1.55 lb; £1.50, cif. Japanese £1.65 kg, spot and cif.

**Squill:** White £265 metric ton, spot.

**Styrax:** £1.15 spot; £1.12½, cif.

**Tonquin beans:** Para £0.38 lb spot; £0.33, cif.

**Turmeric:** Madras finger spot, £190 ton; £155, cif.

**Valerian:** Continental £13 cwt; £12.50, cif.

**Indian £11.25 spot; £10.50, cif.**

**Waxes:** (Per cwt) **Bees'** £35.50, cif; spot nominal. **Candelilla:** £28 spot, £27, cif. **Carnauba:** fatty-grey £21; £19, cif; prime yellow, £28.50; £25.25, cif.

**Witch hazel leaves:** £0.27½ spot; £0.25, cif.

## COMING EVENTS

### Sunday March 7

**Chilton Region, Pharmaceutical Society,** Nuffield Maternity Home, Radcliffe Infirmary, Oxford, at 10.30 am. One-day extension course.

### Monday March 8

**Cambridge and Huntingdon Branch, Pharmaceutical Society,** Owen Webb House, Gresham Road, Cambridge, at 8.15 pm. Speaker: Mr A. G. M. Madge (a member of Council).

**Leicester and Leicestershire Branch, Pharmaceutical Society,** Postgraduate Medical Centre, Leicester, at 8 pm. Dr A. F. Ross on "Medical and pharmaceutical aspects of the work of the Committee on the Safety of Drugs."

**Nottingham Branch, Pharmaceutical Society,** 64 St James' Street, Nottingham, at 8 pm. Mr D. A. Dean (Fisons Ltd) on "Packaging and the pharmaceutical industry."

**Southampton Branch, Pharmaceutical Society,** Postgraduate Centre, Southampton General Hospital, at 7.30 pm. Film evening "Autoimmunity and disease" and "Common dermatoses."

### Tuesday March 9

**Doncaster Branch, Pharmaceutical Society,** Doncaster Royal Infirmary, at 8 pm. Speaker: Mr R. Dickinson (assistant secretary, Pharmaceutical Society).

**East Metropolitan Branch, Pharmaceutical Society, and London Branch, Guild of Public Pharmacists,** Churchill Rooms, Wanstead Library, London, E11, at 8 pm. Mr K. A. Lees on "Pharmaceutical formulation."

### Wednesday March 10

**Croydon, South-east Metropolitan and West Kent Branches, Pharmaceutical Society,** Greyhound hotel, Croydon, at 7.30 pm. Joint buffet dance.

**Leeds Branch, Pharmaceutical Society and National Pharmaceutical Union,** Parkway hotel, Leeds, at 8 pm. Dinner and dance.

**Scottish Department, Pharmaceutical Society,** 36 York Place, Edinburgh, at 7.45 pm. Mr G. R. Milne on "Some important plasma proteins."

### Thursday March 11

**Chemical Society and Royal Institute of Chemistry,** Chemistry department, York University, at 5.30 pm. Professor A. H. Beckett on "Drugs of addiction—chemistry and control."

**Leeds Branch, Pharmaceutical Society,** Great Northern hotel, at 8pm. Dr G. A. Nelson on "The flora of Leeds and district."

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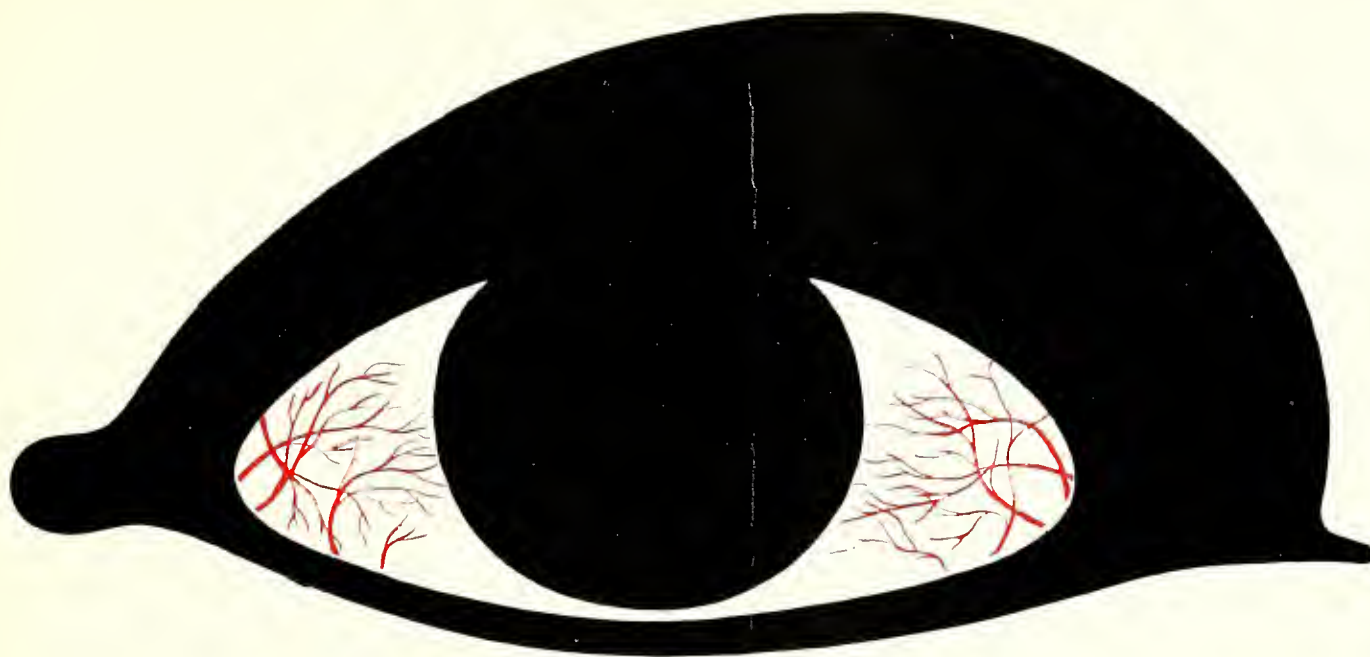
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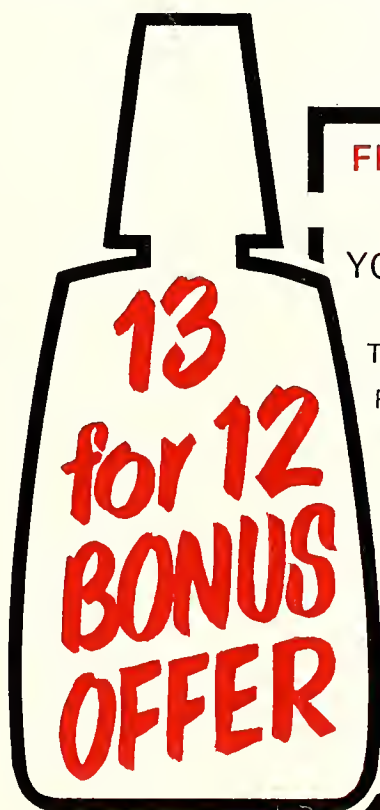




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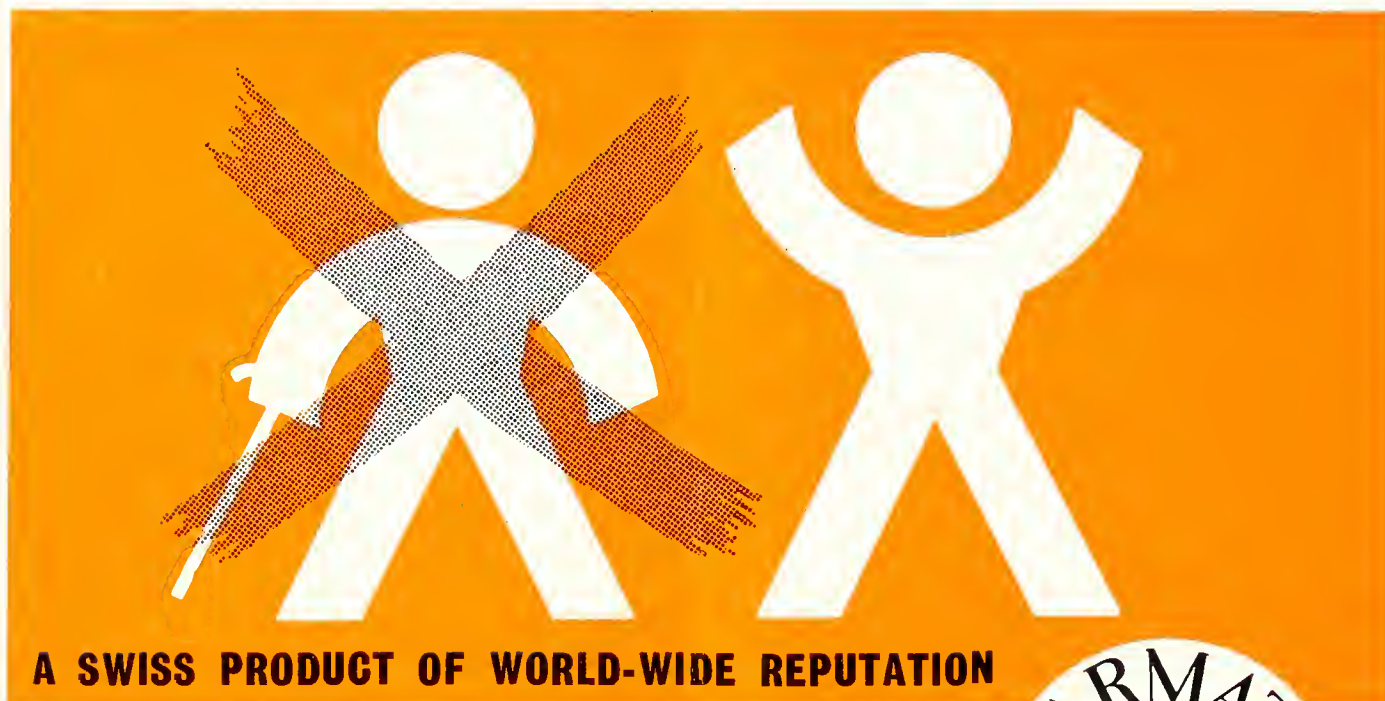
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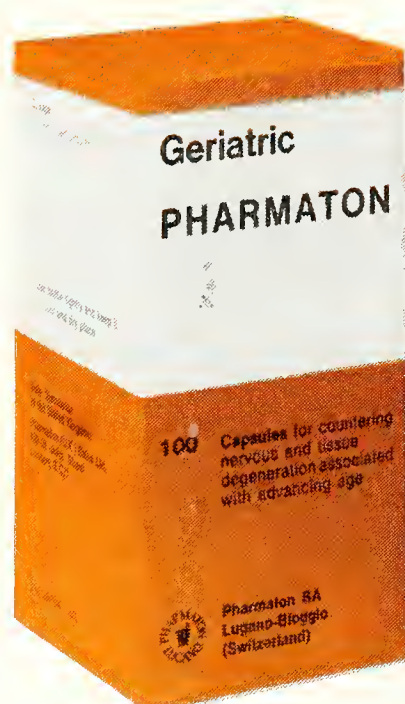


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# SUNGLASSES '71

Supplement to the Chemist & Druggist February 27 1971

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# START THE SEASON RIGHT IN STYLE

The secret of success in the sunglass market is to have the styles that will sell—and that applies at manufacturer, importer, wholesaler and retailer level. Already manufacturers are committed to their 1972 ranges and importers are looking at the models to decide their collections; in the autumn the wholesalers will order their stocks and at this time of the year comes the retailers' turn.

In this way the sunglass industry must make up its mind what the public the world over will buy a year or more in advance, and there is no doubt that for the 1971 season the watchword is Metal!



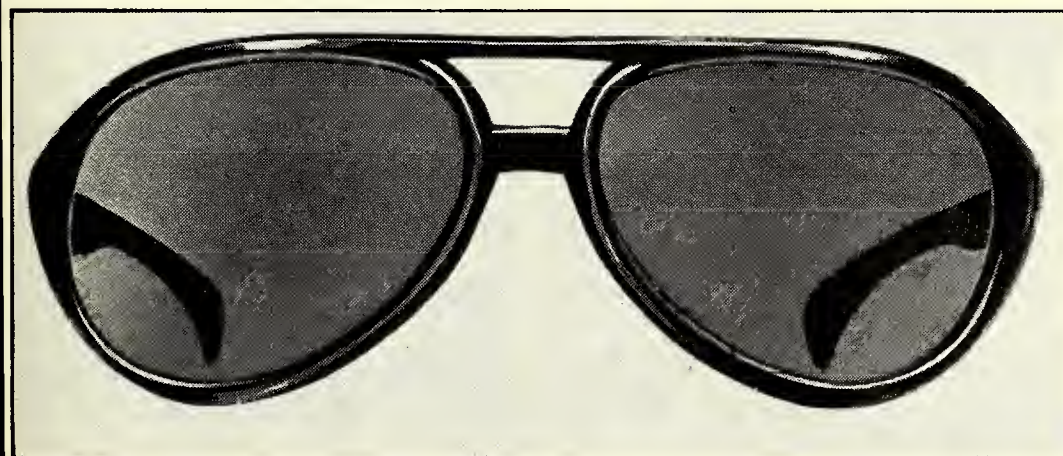
The metallised "chrome look" with "racing" sides in metal: Bartex MCL/17

Metal-rimmed sunglasses are obviously nothing new. Indeed they have formed a major part of the upper end of the market for years, particularly with the use of gold and silver in the finish. But in 1970 there was a dramatic turn to the metals in mid-season—not just to the more expensive wire-rimmed models, but also to the newer metallised plastics. Everyone is sure customers will be eager for the same materials this year.

Certainly there will be no shortage of stocks—almost all suppliers have ordered heavily in the metals and metallised plastics. These latter are being produced



Golden Vistas by Zeiss, an example of the quality metal models now popular



Style at a low price in this plastic model 355, £0.17½, by Whitecross Optical Co



Fashion for women in thin metal rims with Polaroid's model called Tangy



"Soft geometry" hexagon makes up the style line of Solarite model 3.16

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with a high degree of brilliance and reflectivity, both in chrome and in gilt, giving rise to one of the season's main innovations—the "shiny look." This can be had in both the cheap and the middle price range models.

As to style, many of last season's developments have been made the basis of a new look. Thus multiple bridging is a standard feature in many models, but in new shapes. The "racing" side has reached its "ultimate limit" as a continuous slot from lens to ear-piece, but is to be found also in the form of slots or holes. This design feature is now incorporated in even the lowest-price models, in which the pierced side-arms are fabricated in plastic instead of metal.

Generally, styles are less clear-cut than last season. The big, round eye is still popular but the larger lenses find their expression in shapes such as the butterfly. Angles are featured prominently in lenses—hexagons, octagons, squares, "TV" shapes—but frequently with a "smoothed-off" effect: "soft geometry" as Lessar Brothers describe it.

Last season, everyone made sure they had some polarised models in their collections, and for 1971 almost all have expanded this part of the range. A particular feature is the development of new colours in polarising lenses. Until this year, all that was generally available in Britain was a choice of two—neutral grey with 24 per cent light transmission, and warm tan with 18 per cent transmission, were Polaroid's pair. But Polaroid now offer two lighter variations, a neutral grey with 38 per cent transmission, and a 24 per cent high transmission tan; both give "see-through beauty" without any loss of protective standards.

Other suppliers are offering really new colours in polarised—smoke, grey, blue and rosol from Bartex, for example. And there is a continued movement downward in prices, too: a stylish pair of polarised may be sold for as little as £1.

Notable absentees from many catalogues this year are the descriptions "men's" and "ladies'." Although the term "unisex" has few devotees, the suppliers have taken note of the way girls are attracted by some of the men's styles—and styles that are obviously feminine need no label!

Will the manufacturers' predictions be proved right for this season? The retailer left with stocks on his shelves will reflect ruefully. But, whether he has bought badly or well, he can be sure that 1972 will bring something different. The answer may be to take the advice of one supplier the C&D talked to: "Reduce the price of anything left at the end of July—better to sell at a lower margin than to write off the whole of the purchase price!"



**Polaroid (UK) Ltd**  
**Rosanne House**  
**Welwyn Garden City, Herts**

Sales of Polaroid sunglasses reached record levels in 1970, and helped by the sun—and heavy television and Press advertising—sales took off early. Many of the fashion styles were soon sold out for the entire season—particularly the metals, for which last year's unsatisfied demand is expected to provide a tremendous springboard this season.

Square, round egg-shaped—all these are to be found in Polaroid's collection, which has 60 different frame shapes to choose from. Taking into account variations in frame and lens colours there is a total of 106 different models.

Of the 60 designs (eight clip-ons, 15 metal-framed and 37 plastic), 21 are brand-new. They include four new clip-on styles (including a metal-rimmed model), 6 metal trendsetters, and 11 plastic frames, of which two are vacuum-coated with a silver finish.

The outstanding Polaroid sunglasses for 1971 are square in shape. There is a wire-rimmed square maxi-glass (model 4111, £2.50) and the largest glass in the collection is a square-framed tortoiseshell (model 7101, £3.75). The other new shape is the "keel" line, where the lower line

**fashion  
collections  
1971**

of the glasses is curved like a yachting hull. Two other models illustrated are "the wrap" (model 8002, £2.25) in black or sienna, and an example of this season's popular "shiny look" (model 8113, £3.00).

Polaroid also have a new lens. Besides the standard neutral grey and tan lenses, they now offer very pale high transmission

lenses in "see-through" grey and tan. These afford the wearer cosmetic appeal with no loss of polarising efficiency or UV absorption, and are complemented perfectly by the latest metal frames.

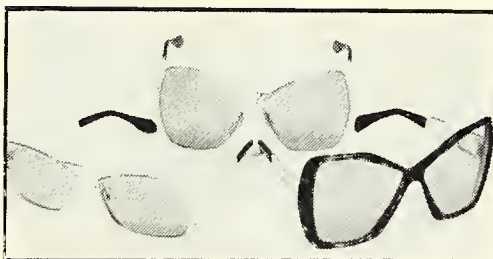
Consumer advertising will be the heaviest-ever for Polaroid sunglasses: £160,000 will finance 21 peak time television spots on nationwide, and the *Daily Express* will feature "reminder" advertisements throughout the season. The campaign starts on April 5.

Polaroid's glasses are offered in six packs. Each pack contains a selection of designs tailored to the requirements of small, medium, large and largest retail stockist and each offers free a display/merchandising stand with the deal.

**Grafton Optical Co Ltd**  
**1 Worship Street,**  
**London EC2**

Grafton Optical Co's Silhouette sunglasses are a small collection of distinctive designs, which this year place a great deal of emphasis on the structure of the bridge, both in metals and in plastic. This is particularly effective in the "butterfly" shapes, of which there are several examples.

A top "butterfly" among the metals is model 668 (trade price £5.10) available in rhodium or gold plated. From the plastic



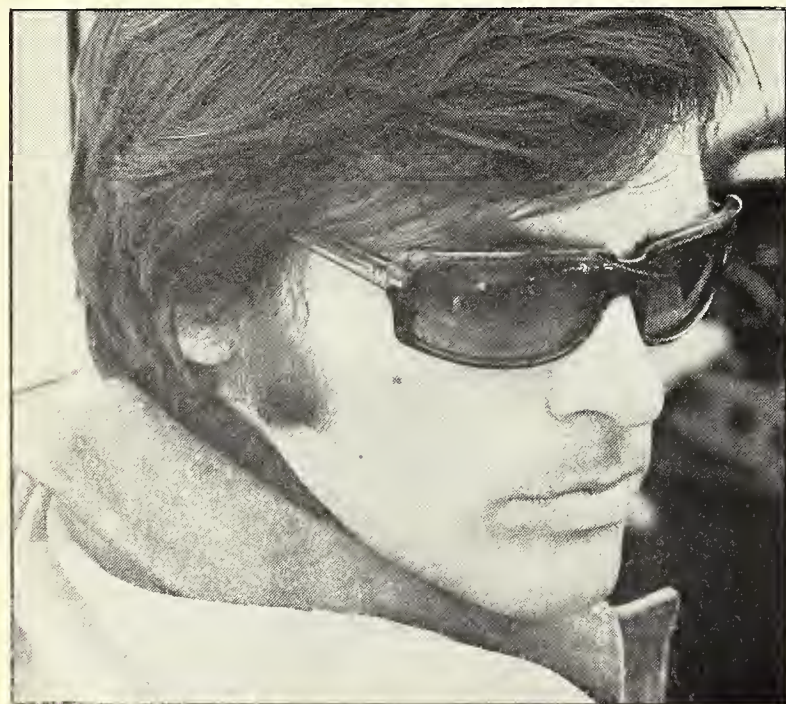
Above: Three of the 1971 additions to the Silhouette range. Model 668 is at the back and models 666 and 631 in front.

Left: Polaroid's Maxi sunglass, model 7101, is fitted with the largest lenses in this year's collection

Right: Another "maxi," but this time with wire rims in nickel. It is Polaroid model 4111, "The Square Eye"

Bottom left: Ideal for the "long" face is the wrap-around of Polaroid model 8002

Bottom right: A round-eye example of this season's "shiny look", with double bridge, in Polaroid model 8113





range is model 631 (£4.40 trade), with the colour alternatives of champagne or dark mottled. An unusual metal frame is model 666 (£5.60 trade), in which the side arm attachment is separated from the lens rims. New colours for some of the plastic models are sea green and peacock.

**Alfred Franks & Bartlett Co Ltd**  
**276 Vauxhall Bridge Road**  
**London SW1**

One of the season's largest collections is that presented under the Bartex label—the models are described in three separate full-colour brochures, one each for fashion plastics, fashion metallics, and polarised.

The top trend-setter of the metallics is expected to be model 96M (£1.05). This high rectangular style is available with nickel, gilt or gunmetal frames, and with smoke or brown lenses. The bold, extrovert style of the chrome-look metallised models is well represented by MCL/16 (£1.57½) with "racing" sides, a solid bridge, metal hinges, and lenses in smoke or rosol. The same may be said of model MCL/5, which, with pin hinges, brings metallised into everyone's pocket range at £0.50. This, in fact, is a Bartex boast—the average price of a pair of one of their glasses is "moderate beyond belief," allowing the fashion-conscious to own half a dozen for little more than £3 or £4.

With the same thought in mind, we may look at the polarised range, where two top new styles are offered in plastic at only £1.00 retail. They are a "his" and a "hers" (models PL 4027 and 4028), but the men's style is expected to be worn by the ladies as well. Other polarised models are with nickel or gilt frames and sell at £1.75; in addition there are clip-overs at £0.90 and flip-clips at £1.05. The polarised range is backed by a money-back guarantee and—for the first time—there is a choice of four lens colours: grey, blue, brown and green.

The "backbone" of the collection is a range of low-priced plastic frames (£0.12½ to £0.45) in the latest styles, plus children's from £0.05. All models are available as selections, complete with free stands.

**Debbex Optical Co Ltd**  
**295 Regents Park Road**  
**London N3 3JY**

Debbex Optical Co developed their sunglasses reputation in the London boutiques—where the impact of sunglasses as a fashion accessory has been felt most strongly—and through this they have made themselves into "the metal specialists." Thus the greater part of the collection is in the metals and metallised.

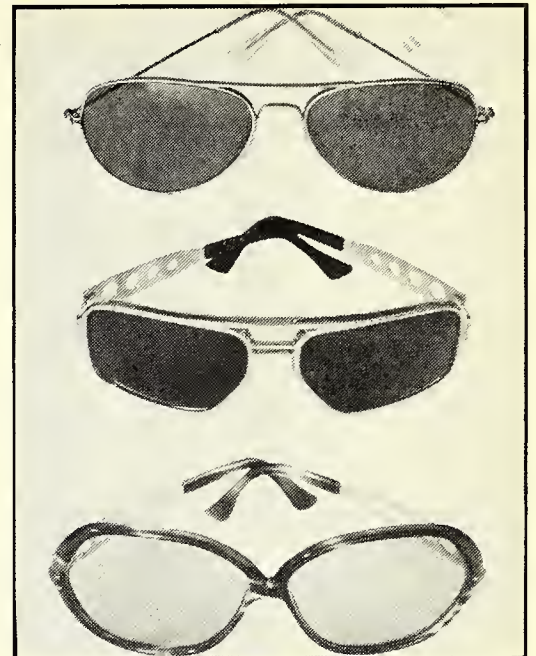
Last season, a metal-frame aviator style was introduced as the "Easy Rider" and made quite an impact. It is expected to sell well again this year with the general popularity of the metals: the model is 112 and the cost to the retailer £1.30. A polarised version is also available at the trade price of £1.50.

Illustrative of the metallised models is 678 (£0.95 trade). It has a "treble" bridge feature and racing sides and is offered in a polarised alternative at £1.40 trade.

Model No. 677 has really large lenses enclosed in a plastic shell frame. The side arms are of the "racing" variety, with holes, in metal. Trade price to the chemist is £0.75.

The metal sunglasses are priced from as low as £0.60 trade, and are available with lenses in a range of fashion tints. Most metallised have the alternative of rosol or smoke lenses, and some metal, metallised and plastic frames are supplied with mirrored lenses.

In addition to their own range, Debbex can supply as agents both Samco and Polaroid sunglasses.



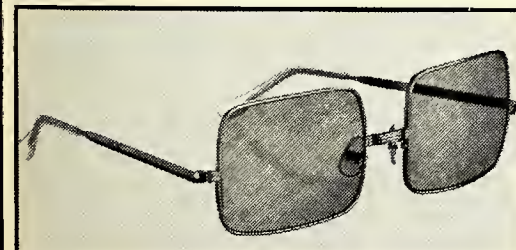
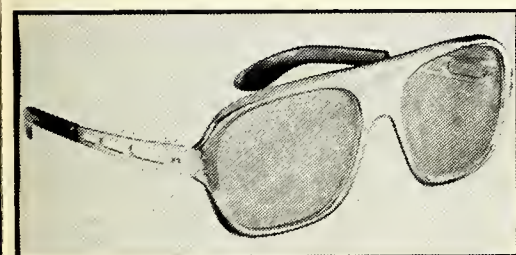
**P. Oliver Goldsmith Ltd**  
**60 Poland Street**  
**London W1V 4BL**

Oliver Goldsmith offers a collection of 15 handmade sunglasses for summer wear, each a top quality, individualistic style. In addition, there are styles for winter wear, plus the Noseguard (£1.25) introduced last year as "the only sunglass that protects your nose as well as your eyes."

There are two price levels: £6.95 (including the "Jane" model illustrated) and £7.40. Each frame design can be supplied in dark, medium or light shell, smoke, sherry or blue, with lenses first quality optically-worked and in a choice of 12 colours. A case is included in the price.

**Anglo American Optical Co**  
**(England) Ltd, South Hill Park**  
**London NW3**

The company offer a collection of 13 Neostyle models and two models bearing the name of Pierre Cardin—one at £7.85 and the other a folding version of £10.00. All Neostyle models are metal, and most have the alternative of gold or rhodium plating. Price range is £6.45 to £11.70.



1. Three of the Debbex models: the "Easy Rider" and models 678 and 677

2. Chrome-look in Bartex model MCL/16

3. This year's "top trend setter" from Bartex is model 96M with "TV" eyes

4. More metallised "funglasses"—Bartex MCL/5 with broad rims

5. From Oliver Goldsmith's handmade range. This one is called Jane



**Lessar Brothers Ltd**  
**Lesbro Works, Hylton Street**  
**Birmingham B18 6HW**

Lessar Brothers, who market Solarite glasses, foresee near-square lens shapes creating greater interest this season, especially in metal and metallised plastic. "Soft geometry" rather than definitive shapes will predominate—and this design concept is to be emphasised in the 1971 publicity campaign.

For girls who long to know how they look in the eyes of the men in their lives, Solarite have produced a man's glass with a mirror coating on the outside of the lens. This model comes in a large aviator shape with metal sides (No 5.08, £2.90). Another innovation is a selection of Colourtex sunglasses—frames with a fabric covering giving a softer, more feminine look, in three velvety shades to match eyes or dress. These sell to the public at approximately £1.60.

Among the metals is men's model 5.17 (£1.99) with panoramic vision and mesh-panelled sides and nose-piece. Finish is available in gold or silver.

The Headband is headband with glasses in one, to wear either on the head or, in modern gipsy idiom, round the forehead with the glasses on the nose. In a choice of chestnut or gunsmoke with reptile scale motifs, the eye shape is oval and lenses are in the alternatives of medium-smoke and brunel (£1.50 retail).

Top of the Solarite range are nine models fitted with Zeiss Umbral lenses; five handmade shell-plastic models and four in good quality metal frames. The lenses are of 75 per cent absorption in a restful brown tint. Each pair comes in a high quality case.

In addition, Lessar Brothers are marketing Pol-rama polarising sunglasses with a choice of 31 models. The collection is strong in popular metal frames and ranges in price from £0.90 to £4.00. Most of the lenses are in full smoke tint, some in a new tan shade, and all are complete with a protective case.

Solarite and Pol-rama glasses are supplied direct to chemists by Lessar Brothers, not through wholesalers.

**L. Braun Ltd**  
**22 Cowper Street**  
**London EC2**

The 1971 Solabra collection comprises more than 90 models, with examples of all the fashion shapes and materials. Prices start at £0.18 and extend up to £2.45 for a metal-rimmed polarised model.

An ideal way to buy metal glasses is by way of the S2000 unit, which includes eleven styles and a total of 72 pieces selling at £0.65 to £1.35. Typical of this group is men's model 1301, in gilt and chrome and with extra brow bar, at £0.65. This style is also available with mirrored lenses (1301M, £0.85).

Another useful selection is the GT assortment, which has six chrome-plated models in bold designs and all with racing side pieces. Each style sells at £1.25. Like the S2000, it comes with its own free revolving display stand. A chromed model not in this assortment is 990; it offers

good value among the large-lens metallised, at £0.60.

An interesting pattern applied to plastic is described by L. Braun as "python." In model 981 (£0.40) it is undeniably feminine and is available in assorted colours.

Among polarised, 919/P, for ladies or men, is described as a particularly good chemists' line, which has been selling in very well. This chrome-sprayed model comes individually boxed and has metal GJ sides. The other polarised models include both metals and plastics, at prices ranging from £1.25.

Completing the collection are a children's range (prices from £0.05), including an up-to-the-minute octagonal style, the mirror range, and clip-ons, both polarised and conventional.

Solabra sunglasses are supplied only through wholesalers. Besides the S2000 and GT assortment, there are four other selections supplied with free stands.

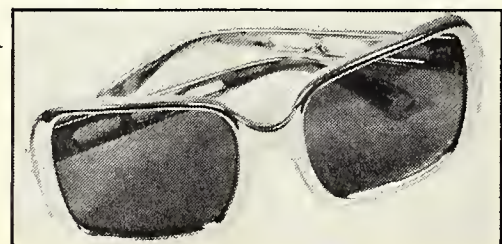
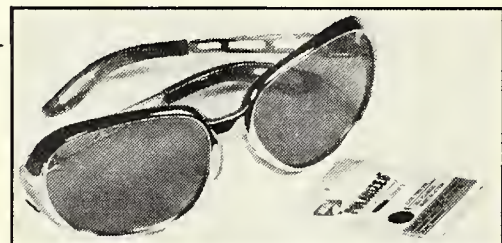
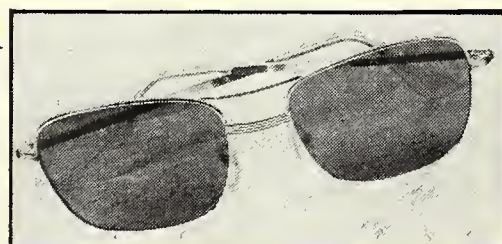
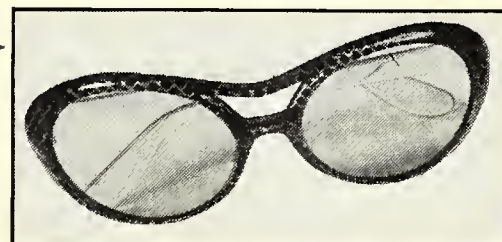
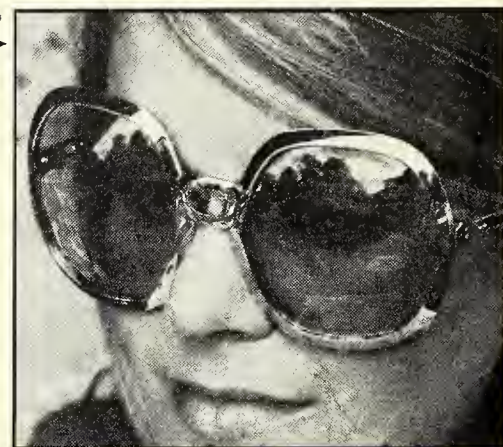
1. An unusual "python" design in plastic: Solabra model 981
2. One of Solabra's metal-rimmed models. This is No 1301, for men
3. Solabra polarised, with sprayed chrome frame, model 919/P
4. Sprayed chrome and GT side pieces for only £0.60, Solabra 990
5. "Silver" plated plastic with four lens shades, model 795s by Inta-specs
6. Panoramic vision with mesh sides in "manshape" Solarite model 5.17
7. The girl wears a Solarite Colourtex fabric feel glass, the man metallised 5.08
8. This is the Headband, Solarite's dual-purpose fashion concept

**Inta-specs Ltd**  
**72 Euston Road**  
**London NW1**

Inta-specs range of sunglasses is made in France, with either steel, tortoiseshell or silver-plated plastic frames, and the latest lens colourings. The basic styles are round, "sextangle," horseshoe, oval and square, and each style is available in the different types of frame.

Inta-specs forecast that lens colourings will be slightly darker this summer and the range includes shades of green, blue, smoke and pink. The glasses retail from £1.25 to £2.00.

For men, a suedette case that can be attached to a belt holds special sunglasses with shatter-proof and scratch-resistant lenses, retailing at £3.00. Racing driver Jacky Ickx will be seen wearing them on posters all over Europe this summer. There is a special counter display stand to hold twelve pairs of these glasses.





# DEBBEX

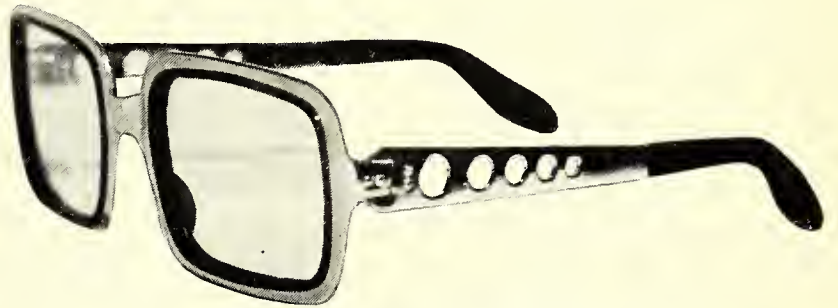
(THE METAL SUNGLASS SPECIALISTS)

## SUNGLASSES—1971

ALL METAL FRAMES —

HIGH FASHION PLASTIC FRAMES —

LIGHT WEIGHT METALLISED FRAMES —



Model SP. 88 "RACING SIDES"  
(other models available with these sides)



Model 9369 "MIRRORED LENS"

INCLUDING AGAIN FOR 1971

THE "EASY RIDER"

AND "RACING SIDES"

SEND FOR FULLY COLOURED BROCHURES FROM:

**DEBBEX OPTICAL CO. LTD.**

**295 REGENTS PARK ROAD, LONDON N3 3JY**

**TELEPHONE 01-346 4538, 01-346 1235**

NAME .....

ADDRESS.....

.....

.....

.....

FOR THE ATTENTION OF .....



### SIC Plastics Ltd 1 Grangeway London NW6

The Italian-manufactured Samco range is claimed to offer a choice of styles so wide that it should be possible to match almost any style available from other sources. The range covers the whole field—plastic, metal, metallised, polarised, etc.

The company reports that the "big eye" models have been selling-in well this year and, of course, metallised styles are certain winners. Introduced for the coming season is a lens of graded colour—dark at the top, almost colourless at the bottom—with plastic frames in the same tint graded to match. The grading is especially effective in style 540.417 (£1.00), which is unusual also for the "low slung" hinging of its side arms, giving the piece an "up in the air" appearance.

A plastic model from the polarised range is 542.750 (£1.75). The temples and side arms are wire reinforced, the colouring Italian demi (alternatively available in a lighter shell) and the styling entirely new. A style thought not to be available elsewhere is the nice near-oval in model

1. Correna polarised models: left PL76 and right PL75

2. Four of the Titcomb collection: in the back row are models 3190 (signal red) and 6201, and in front are models 2207 (nickel) and 9171 (metallised)

3. From the Samco range supplied by SIC Plastics, back row: models 540.417 (with graded lenses and frames) and 542.750. Front row: 545.524, 894.524 and 895.576

545.524 (£2.50). This has polarising blue lenses and metal frames with strong plastic support at the bridge.

Two other models are already winners, to judge by advance selling. The 895.576 (£1.37) has metallised frames with full racing temples and double bridging, in a choice of light blue, lemon and smoke for the lens colour. Higher up the price scale and in the polarised range is model 894.524 (£2.50) with double bridging and an "extraordinary degree" of wrap-around of the lens.

The Samco range also includes children's and teenage models in really fashionable styles. Special selections are supplied through wholesalers with stands.

### Correna International Ltd 30 Station Parade London NW2

Last season, Correna increased their sales by 50 per cent with a successful "clothe your eyes" advertising campaign. They will again be advertising this year—in magazines and on television.

The company claim to have "the styles of the seventies and beyond" among their 60 conventional-lens and 30 polarised models, with frames in tortoiseshell colouring, metal and metallised. The two models illustrated as examples, are from the polarised range: PL76 (£4.00) is in metallised chrome or gunmetal, and PL75 (£3.50) is in tortoiseshell with chrome racing sides. Among this year's innovations are two-tone plastic frames and a "chased" or "bark" effect on metals. Prices for children's glasses start at £0.25, and those for adults at £0.50 (polarised £1.00).

### Titcomb Fashion Sunglasses Hurn Road, Christchurch Hants BH23 2RN

Titcomb offer a collection of over 100 models of British, European and Japanese manufacture, selected to offer good value for money. They sell direct to the retailer.

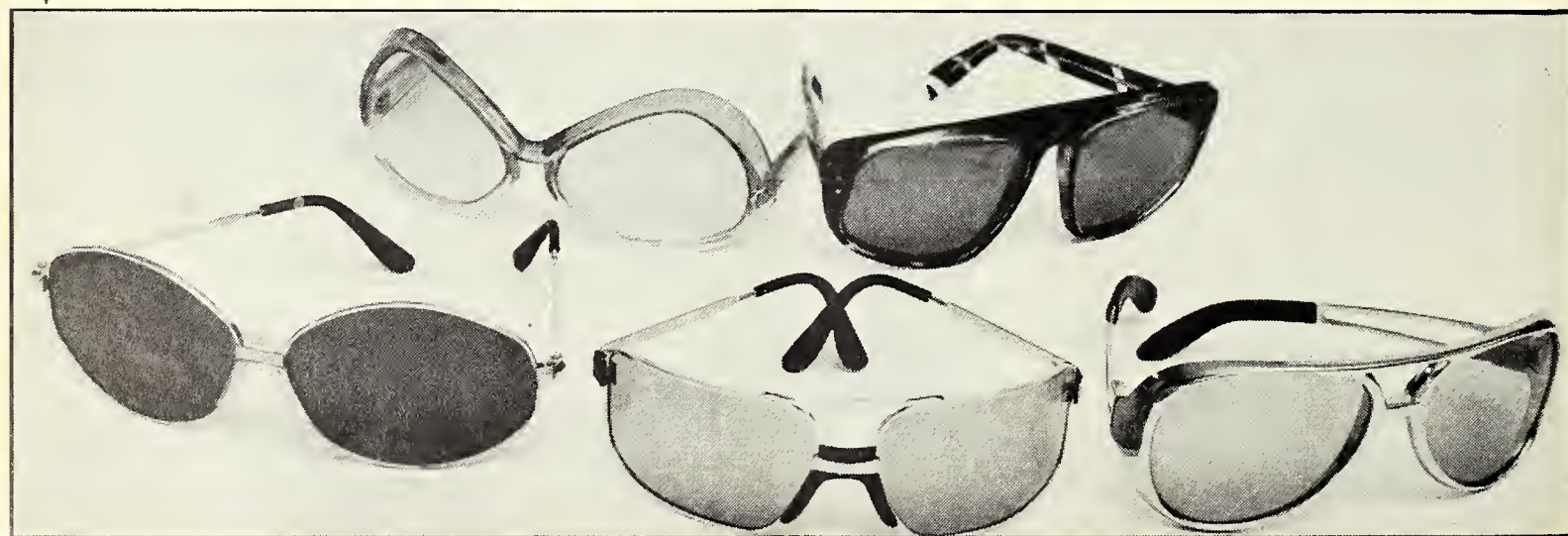
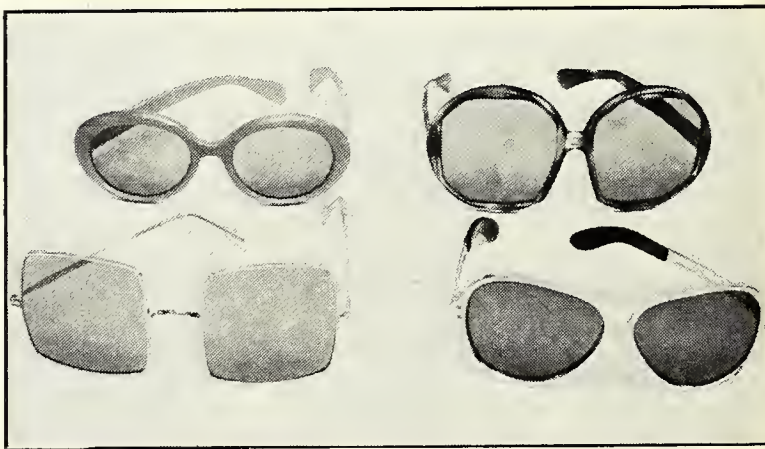
The range includes a wide choice of metal and metallised models—both in traditional designs and fashion shapes. Model 2207 (£1.11) is a large narrow-rimmed, square style, expected to prove of special interest to customers. The popularity of half-rimmed models is expected to continue.

Among the fashion shapes in plastic frames is model 6201 (£0.99), which is expected to be the leading style in its category. However, a "signal red" frame also has great potential and is to be seen in models such as 3190 (£0.69), in which the frame is "imitation leather" and the lenses of Euroglas.

The same style can be supplied in shell or cognac, again with Euroglas lenses, with a recommended selling price of £0.60.

The polarised range is competitively priced and includes a choice of four metal models and four different fashion shapes and sizes in clipovers (the latter selling at £1.05). A metallised model is 9171 (£1.95), which is chrome with racing sides and double bridge.

Included in the range are three children's styles, priced at £0.05, £0.12 and £0.24. A de luxe slip-in case is offered at £0.24. Four stands are available free of charge according to customers' requirements—they hold 12, 24, 36 or 72 glasses.



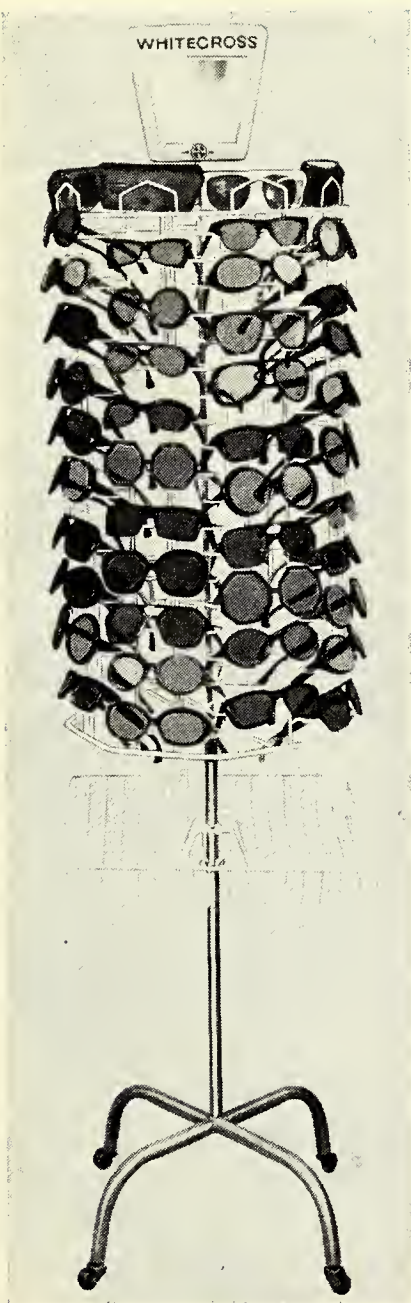


# Whitecross



## SUNGLASSES

*Choose wisely...choose* **WHITECROSS** *for 1971*

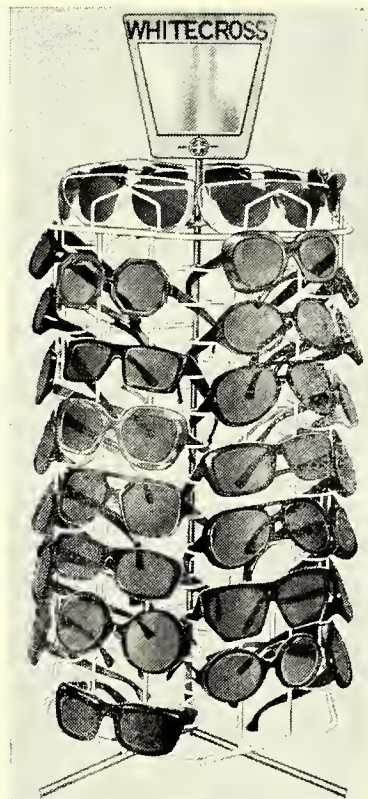


### The Whitecross 'MAJESTIC'

comprising FREE revolving floor display stand on castors with merchandising tray with a range of:

- 22 dozen assorted sunglasses retailing from 12½p to 60p (2/6 to 12/-)
- and 2 dozen assorted clipovers retailing at 35p and 45p (7/- and 9/-)

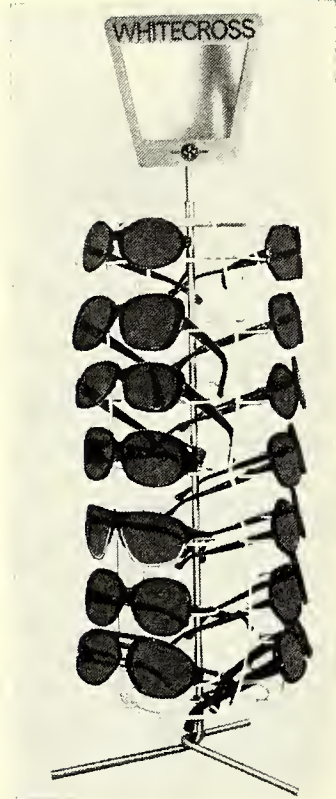
**Cost of complete unit to retailer: £63.40 (£63-8-0)**



### The Whitecross 'SUNCREST'

comprising FREE display stand with 12 dozen assorted sunglasses retailing from 20p to 50p (4/- to 10/-) and 1 dozen clipovers retailing at 35p (7/-)

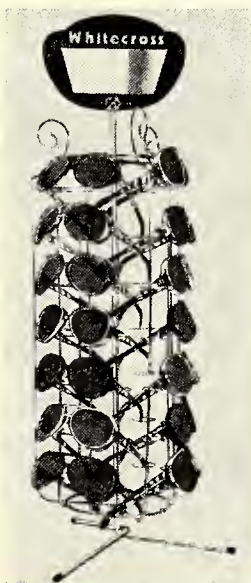
**Cost of complete unit to retailer: £34.80 (£34-16-0)**



### The Whitecross 'GALA'

comprising FREE display stand with 4½ dozen assorted sunglasses retailing from 60p to 125p (12/- to 25/-)

**Cost of complete unit to retailer: £34.60 (£34-12-0)**



### The Whitecross 'VOGUE'

This elegant gilt revolving counter display stand FREE with 30 elegant sunglasses of superior quality and modern styling:—

- 12 sunglasses with shell frames retailing at 150p (30/-) each,
- and 18 "Shiny Look" sunglasses retailing at 175p (35/-) each.

**Cost of complete unit to retailer: £33.00 (£33-0-0)**

**ALL OUR SUNGLASSES ARE AVAILABLE AS INDIVIDUAL LINES**

Ask for our comprehensive catalogue showing our complete range retailing from 5p (1/-) each

## THE WHITECROSS OPTICAL COMPANY OF LONDON

(Proprietors: Fredk. Lehmann Co. Ltd.) Frederick Works, Rochester Place, London NW1 9JR Tel. 01-485 6731



# Twenty-three million Polaroid

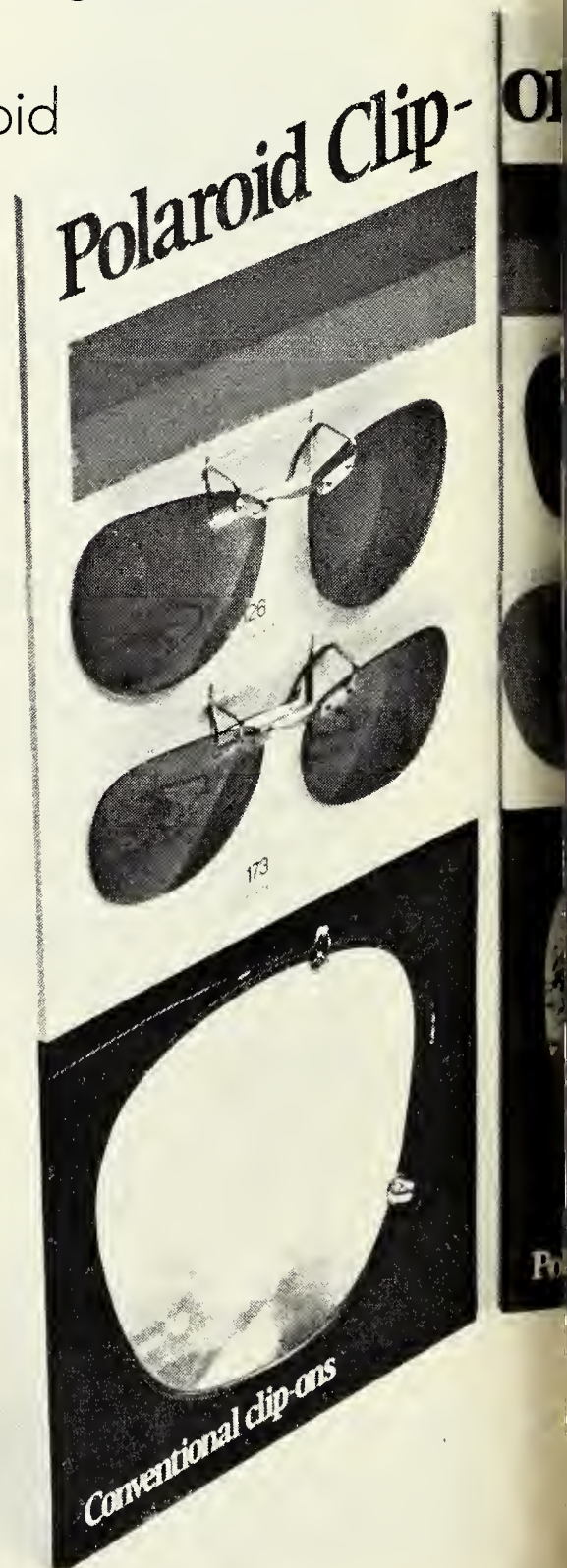
Their spectacles get in the way.

And spectacles are designed to give a healthy view of the world. Glare included.

Which is why we make Polaroid clip-ons. They can eliminate up to 99% of reflected glare.

We make eight clip-ons in all. At prices from £1.50 to £2.00.

The flip clip, on the specs, is worth noting.

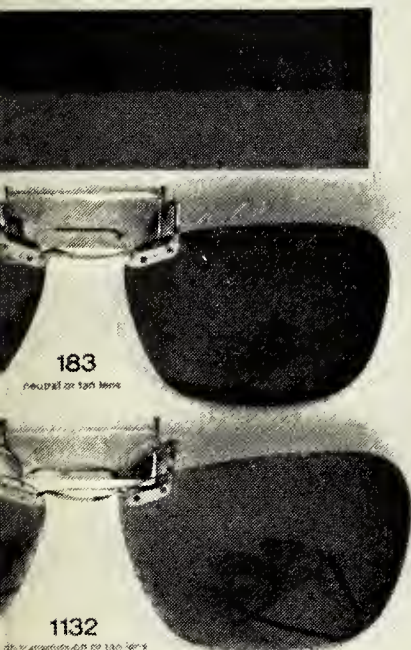




# people can't wear glasses.

Also model 1132 on the merchandising card. (Its lenses come in see-through tan or neutral.)

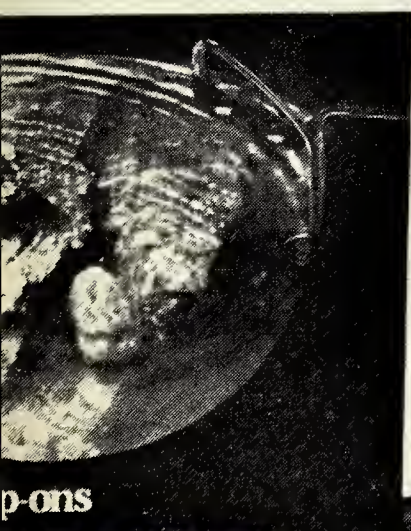
top glare



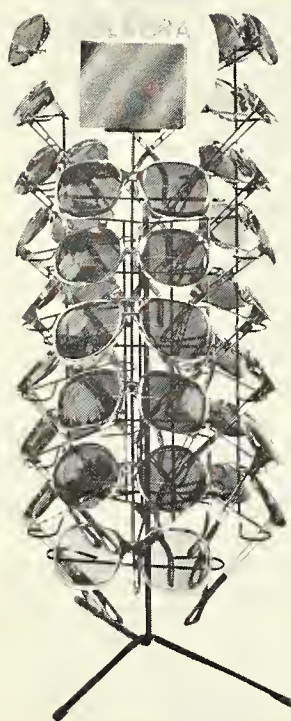
The card, by the way, is thrown in when you order a package of 20 clip-ons.

And that's the least you can do. Considering the size of the market.

**Polaroid clip-ons.**







## THE SOLABRA S700 POLARISED UNIT

1 doz sunglasses with polarised lenses. Comprising 8 different models, individually boxed. Price range £1.25 to £1.75



## THE SOLABRA G.T. ASSORTMENT

The Solabra 'G.T.' 3 doz assortment consists of a selection of 6 different models all chrome plated in bold designs all with metal racing side pieces. All retailing at £1.25

## THE SOLABRA S100 UNIT

ASK YOUR WHOLESALE FOR DETAILS

# L. BRAUN LTD.

22 COWPER STREET, LONDON E.C.2.

11 doz sunglasses assorted Ladies and Mens.  
Various colours and designs and 1 doz assorted clip-ons.  
Retail prices from 14p to 60p





**Whitecross Optical Co**  
**Frederick Works**  
**Rochester Place**  
**Camden Road, London NW1**

The range consists of styles suitable for all tastes, both conventional and fashionable. Whereas over the past two years the very lightly tinted "see through" lenses have been popular, Whitecross now find that the fashion is for lenses of a medium density. Whitecross also feel that there will again be a big demand for metal framed sunglasses and they have a wide selection of models and styles both in gilt and chrome, as well as the season's trend-setting "shiny look."

The models illustrated are No. 474, an outstandingly good-looking sunglass for ladies, showing the new "bold look," and retailing for £0.50. The gilt metal frame of model No. 706 is a conventional style suitable for ladies or men and sells to the public for £1.05.

Model No. 575 (£1.25) has a chrome frame, with racing sides, suitable for both sexes. The "shiny look" is to be seen in No. 725 (£1.75), a ladies' model with special racing sides.

Kiddies' sunglasses are available on display card (£0.05 each) or in display boxes (£0.12½ and £0.15). There are also "tween age" glasses in a conventional and an "aviator" style, both at £0.17½.

Selections of ladies' or of men's glasses are boxed in 12's or 36's for display, and Whitecross also offer four display stands with assortments covering a wide price range. These comprise a floor-standing unit supplied free with a selection of 22 dozen glasses and 2 dozen clip-overs (£63.40 to retailer) and counter units costing between £33.00 and £34.80. A clip-over range includes swivel-clip (£0.25), de luxe-clip (£0.35) and flip-clip (£0.45), each available in three sizes.

**Degenhardt & Co Ltd**  
**Carl Zeiss House**  
**31 Foley Street**  
**London W1P 8AP**

Carl Zeiss, who have for many years believed in the optical superiority of high-quality glass over plastic, have this year produced a series of sunglasses with plastic lenses. But—these plastic lenses, called Umbral, have been developed through research aimed at producing a material having characteristics comparable with the Zeiss Umbral optical glass lens, but with the advantages of lightness in weight and unbreakability.

Five new designs are introduced into the Zeiss range with Umbral lenses. Admiral (£6.30), an exceptionally thin, lightweight frame with a large lens, butterfly shape, is expected to be popular. For men there is Crossbow, a British-made frame featuring a new bridge design with pinless fronts and sides (£6.30). Octagonal rims are the characteristic of Suntan (£6.30). Golden Vista (£10.75) has rolled gold frames with wrap-round lenses, and is ideal for driving.

At the end of last season, demand for rolled gold frames increased strongly and is predicted to continue into this season and probably increase. Degenhardt, the

UK agents for Zeiss, recommend ordering as soon as possible. Two of the more attractive of their new gold-plated glasses (with Umbral glass lenses) are Goldigger (£7.35) for women, and Royale (£11.00) for men.

One of the interesting plastic frame models is Globetrotter, the centrepiece of the 1971 range for women, coming in five different colours surrounding large oval rims. Blue-black streaked and sea-green shades are variations.

Both plastic and glass lenses are available in two different strengths absorbing either 65 per cent or 85 per cent of light. The darker lens is ideal for anybody with sensitive eyes or who is going to high altitudes or tropical beaches. Spectacle wearers can have any style or type of lens made up to their own prescription, or there is a light-weight clip-over (£3.15).

Umbramatic is the name of a new Zeiss development in lenses which darken automatically according to the level of light falling on them. It begins to darken from its normal 35 per cent absorption immediately and changes colour in about three minutes; maximum absorption is 70 per cent. The whole of the range can be supplied with these lenses if required.

**Supervite Manufacturing Co Ltd**  
**107 Great Eastern Street**  
**London EC2**

In 1971 Supervite are offering a wide range of metal and metallised sunglasses following the trend which became apparent in the 1970 season. They are featuring many new models with GT (racing) sides and with the latest slit-side style. There is a wide variety of shapes this season which should enable every consumer to find something to his or her complete satisfaction.

An additional feature in 1971 is that there are many exclusive designs in the range. Among them is the Cariboo illustrated. It comes in a choice of tortoiseshell (£1.30), chrome metal (£1.70) or gun-colour metal (£1.90).

As usual the full range of Polaroid sunglasses is stocked and in spite of the difficulties in supplying certain models due to the tremendous demand they nonetheless anticipate being able to give a very prompt delivery on all sunglasses this season.

1. Carl Zeiss Globetrotter, available in horn, ivory, black, blue-black or sea-green

2. Whitecross model 575 is suitable for both sexes

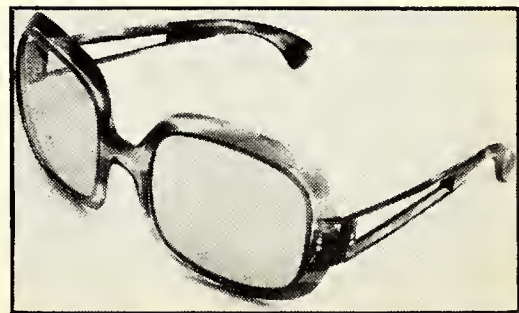
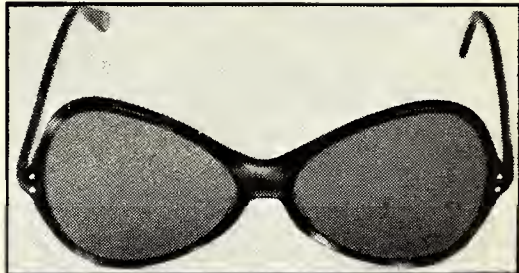
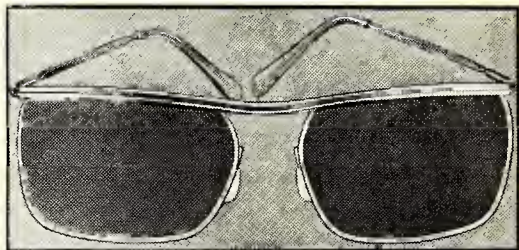
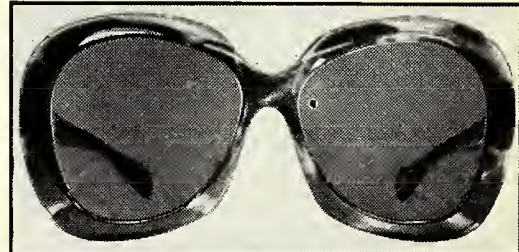
3. The new "bold look" for ladies, seen in Whitecross model 474

4. A conventional universal style from Whitecross, model 706

5. This is the "shiny look" of Whitecross ladies' model 725, here found with racing sides

6. The Carl Zeiss Admiral is one of the five styles fitted with the latest Umbral plastic lenses

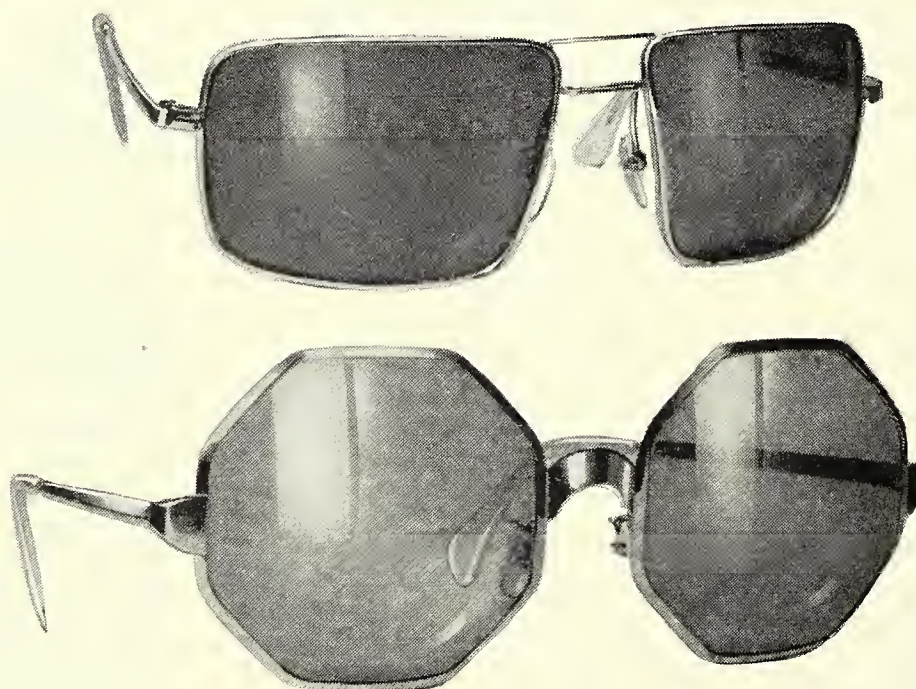
7. Supervite now have their own exclusive models. This is the Petron Cariboo, in its tortoiseshell version







**1970 was a very good  
year for metal sunglasses**



**1971 will be an exceptional  
year for metal sunglasses**

SHERLOCK'S will be able to provide matchless service throughout 1971 with no less than sixty-six metal models with either polarised or ordinary lenses. SHERLOCK'S

MOT range also caters for your plastic frame market with styles to suit all tastes.

Send for our fully illustrated catalogue which contains full details of almost 200 models.



**SHERLOCK BROTHERS**

355/357 CITY ROAD, LONDON, EC1.  
TELEPHONE: 01-837 1301



**Henry Weinberger Ltd**  
**Britannia House**  
**Drayton Park, London N5**

High-fashion sunglasses made in England with both polarising and conventional lenses have been added to the continental Olive range, following a successful test launch last season. There are five models in the conventional-lens selection, with a choice from shell, black, crystal, turquoise, or woodgrain plastic, metal coated, or sprayed Havana or demi-blonde. Lenses are in assorted tints, styles ladies' and universal, and prices £0.25, £0.30 and £0.50. A ladder display unit is supplied free with five dozen.

The British-made polarised range includes five metal models in nickel or gilt (£1.70 to £2.25), plastic frames with plastic or metal side arms (£1.35 to £2.10) and clip-overs in two shapes (£0.98). The glasses come in free protective cases and are offered in plastic display trays each holding six pairs, or on a ladder stand. Polarising lenses are now available in deep blue or tan, the latter passing a warmer light particularly suitable for winter or dull weather wear.

The general list for 1971 has many low-price models in the year's fashion styles, prices for the plastic models starting at £0.20. "Shiny look" metal-coated frames are available in six designs, models 1962 and 1963 (£1.75) having slotted metal sides, the others solid, slotted or holed plastic sides.

Joining the established Olive GT model 1953 (£1.60) this year are four new metal-rimmed styles to suit all tastes; three are priced at £1 and one at £1.25.

Completing the range are "junior" fashion models (£0.20) interchangeable lenses (model 4816, a round-eye style at £0.75) and two models with Neophan anti-glare lenses.

A new plastic display module forms the basis of an elegant array of revolving counter, floor and ladder displays on which sunglasses can be placed with ease.

**Sherlock Bros**  
**355 City Road**  
**London EC1**

Sherlock Bros have an extensive catalogue of sunglasses from various UK sources, but also import exclusive models under their MOT label, a great many of them metal-framed. In fact, this year's range includes more than 60 different metal-framed glasses—over 100 if the polarising versions are counted—some with ordinary lenses, some with polarising glass lenses, and many with polarising plastic lenses. The company are also introducing a 1 mm thickness polarising plastic lens which they expect to be "the thing of the future."

Taking a few specific new models, No. SH466 (trade £1.15) has a broad, wrap-round lens with double bridge, narrow side arms, and glass lenses. Model SH462 (trade £0.80), like SH466 available in rhodium or gold plated, has lightweight open side arms. Its glass lenses are offered in some tints, or there is a similar polarised version with plastic lenses, SP364 (£1.40 trade). A chrome model, with

tinted glass lenses, is SH467 (£1.15 trade).

Just about every shape of lens is available in the metal collection, with prices up to £2.10 trade. The plastic models start as low as £0.15, with prices up to £0.90 trade. Clip-ons and flipclips are also listed, and collections are available with counter or floor stand.

**NPU Marketing Ltd**  
**321 Chase Road**  
**London N14**

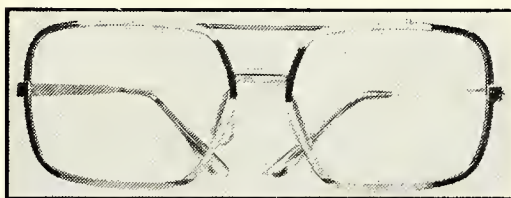
Last season, sales of Nu-Look polarised sunglasses far exceeded estimates, causing supply difficulties. The problems have been solved, however, and adequate stocks are now available of a range that includes four new styles.

The NPUM range has the advantage, of course, of being sold exclusively by independent chemists. The new models bring

the total number of designs up to thirteen, including one clip-on, with a total of 42 models when variations in colour are taken into account.

The glasses are made in England, and all have polarising lenses. Prices to the public range from £1.65 to £2.05 (clip-ons £1.25). An elegant protective case is supplied with each pair of sunglasses.

The new styles (see illustration) sell at prices varying according to material. Model N10 is priced at £1.65 in black or dark sherry, £1.75 in light shell; N11 is £1.65 in black, crystal, mauve shadow; £1.75 in dark shell, and £2.15 in chrome with crystal side arms; N12 is double-bridged in black plastic, with metal side arms (£2.80), and N13 is nickel plated (£2.05). With metallised fashions in mind, chrome has been added to the colour range of Model N1.



1. Metal frame with smoke or tan polarising lenses, Olive model 117

2. Sherlock's SH466 has broad wrap-round glass lenses and metal frame

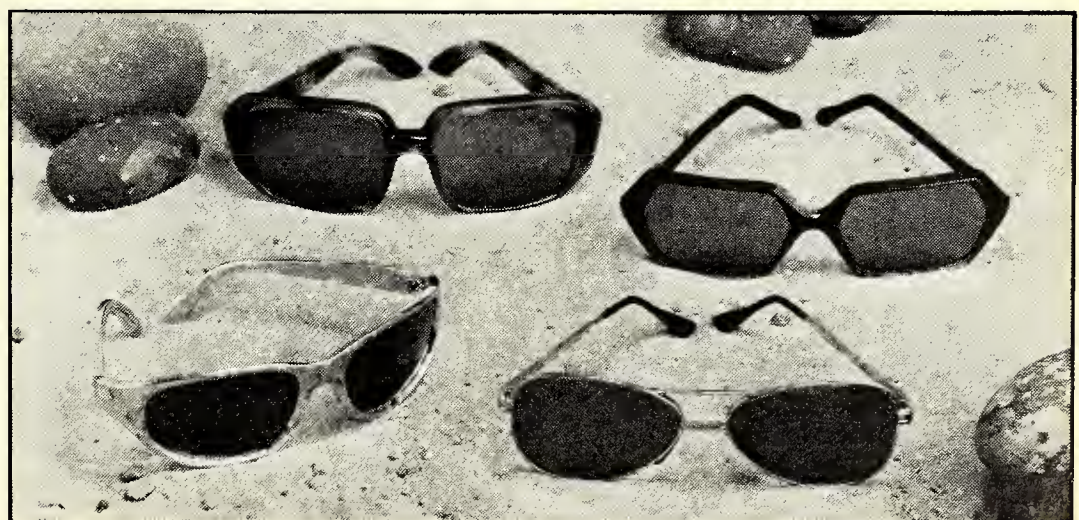
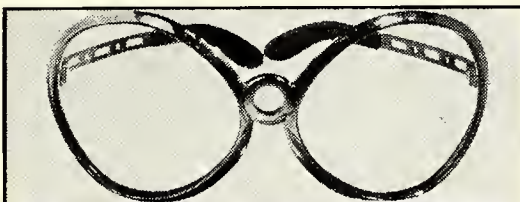
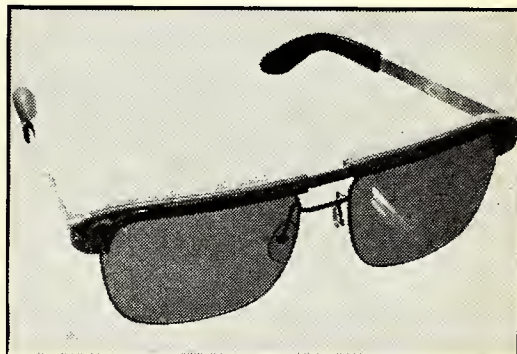
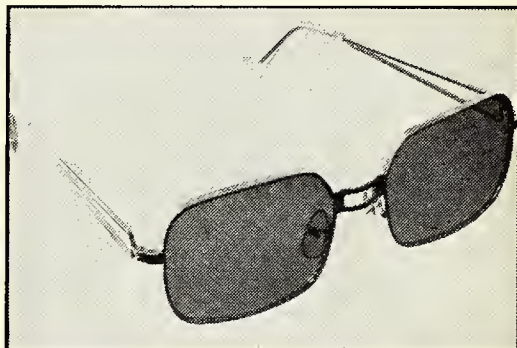
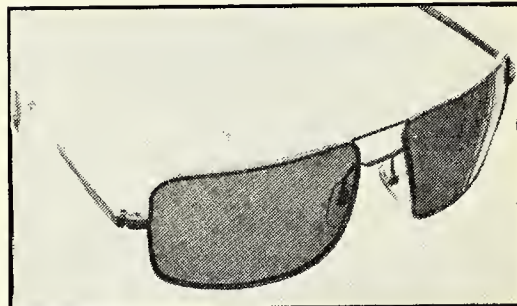
3. Available with glass or polarising lenses, Sherlock's SH 462 or SP364

4. Olive model 1963, slotted metal sides, shell or chrome plated front

5. Chrome from the Sherlock's MOT selection, model SH467

6. English-made Olive model 151, in plastic or metal coated

7. The four new models from NPUM: top N10, N11; bottom N1, N13







Degenhardt & Co. Ltd.,  
Carl Zeiss House,  
31-36 Foley Street,  
London, W1P 8AP  
Tel 01-636 8050

**The 1971  
Catalogue  
is now  
available**

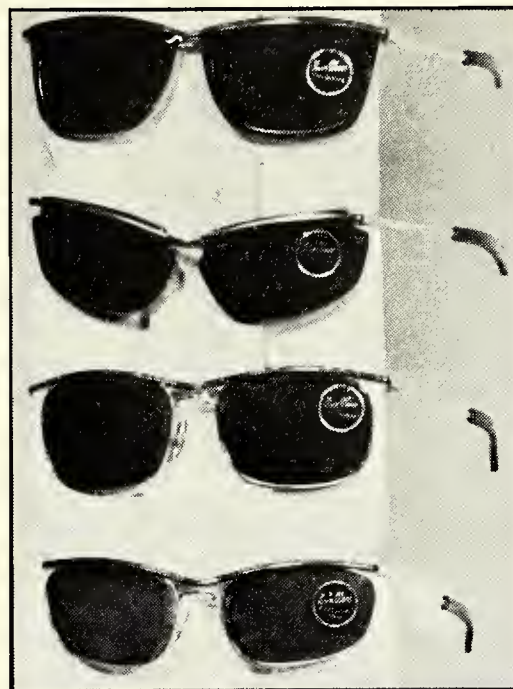
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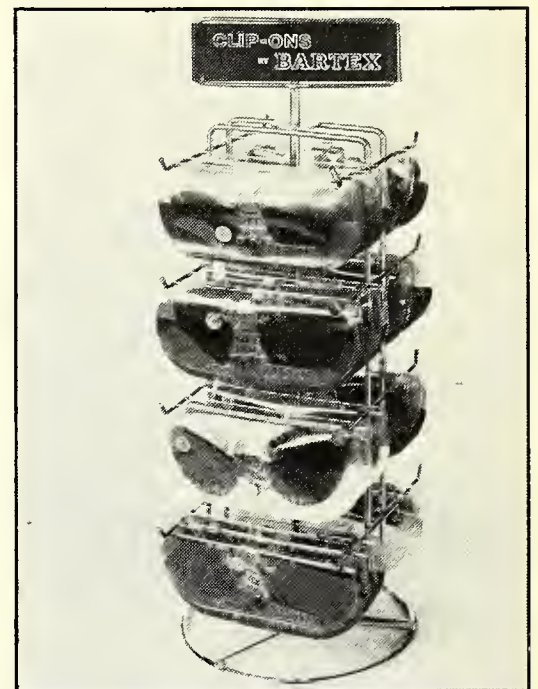
# STAND-UP FOR SALES



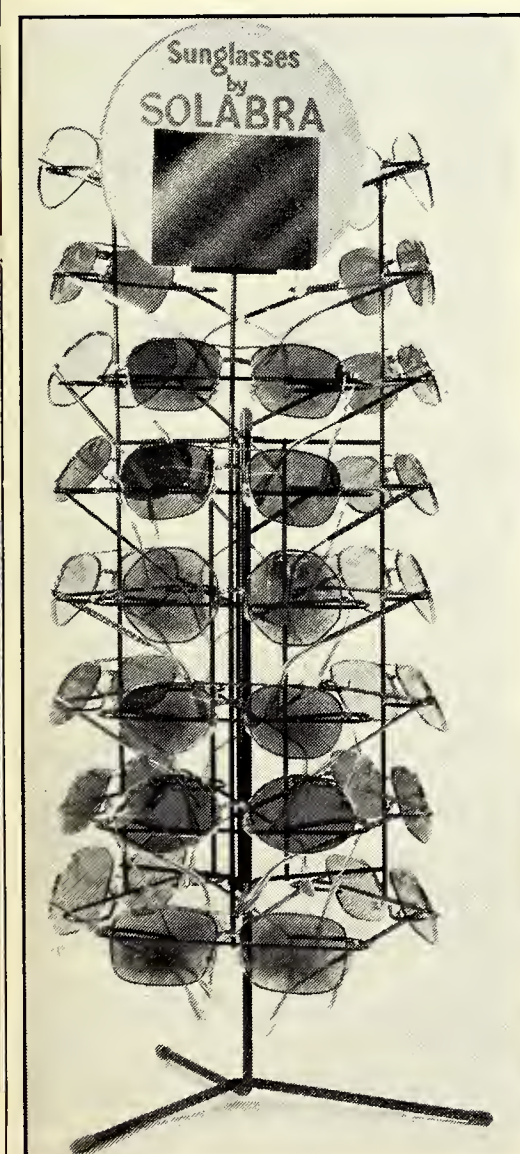
This stand is supplied free with pre-selected package of 90 Polaroid designs. It has space to display 24 glasses



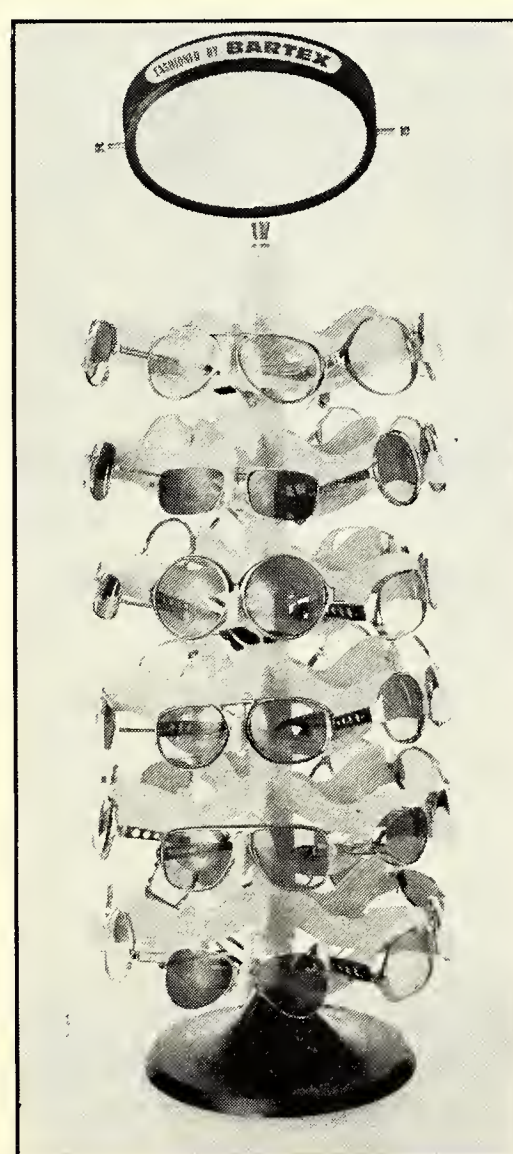
The above unit, holding six designs, and the glasses, are available from Ramat & Co Ltd, 30 City Road, London EC1Y 2BA



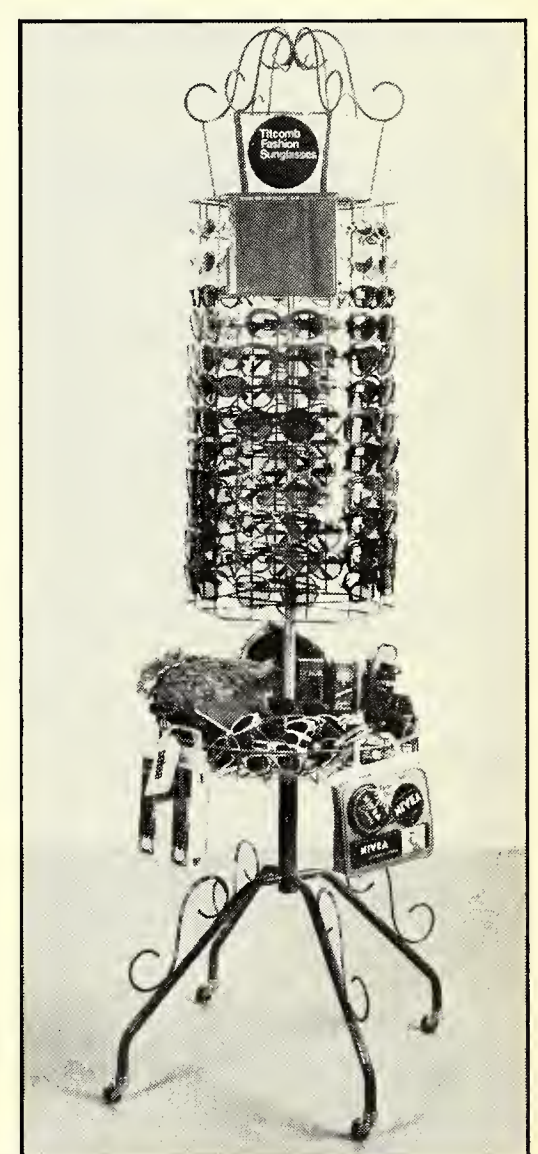
Bartex clipover stand, offered free with a selection of both polarised and conventional models, including flip-clips



L. Braun offer this \$2,000 unit, with 6 doz Solabra glasses, at £49.60 to retailer. Retail prices £0.65 to £1.35.



Specially for metal, metallised and chrome look, Bartex stand No 17 is supplied free with two alternative selections



Floor stand for Titcomb Fashion Sunglasses, displaying a total of 72 pieces. Smaller stands are also available





Correna provide a wide variety of point-of-sale material, including stands to hold from six to sixty pieces. This one takes 24 polarised "junior" models with styles for both boys and girls. Retail price of the glasses is £0.95

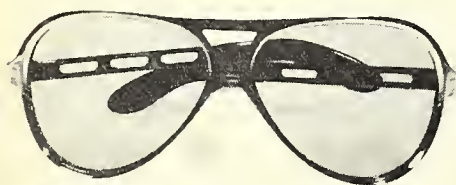


One of six merchandiser-display units offered as part of "deals" by Polaroid (UK) Ltd. It has space to show 12 designs and comes to the retailer free when he buys a pre-selected package of 50 designs

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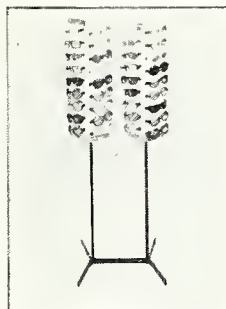
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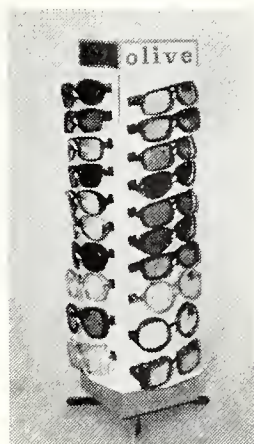
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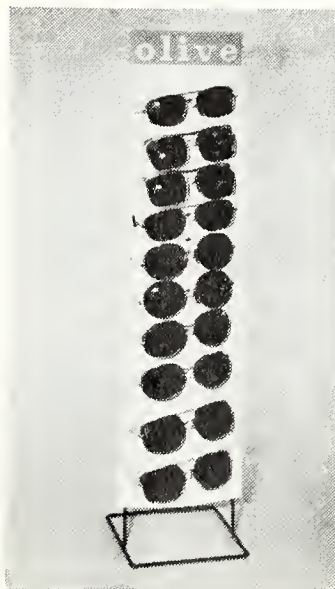
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